

Report On  
**Bridging the Digital Divide: Banglalink's FWA Strategy for  
Internet Penetration in Bangladesh**

By

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ID-20104078

An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelors in Business Administration

Brac Business School  
Brac University  
September 2024

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

*Shafiqua Nawaz*

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**Student Full Name**  
Student ID

**Supervisor's Full Name & Signature:**

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**Tania Akter**  
Senior Lecturer  
BRAC BUSINESS SCHOOL  
BRAC University

## Letter of Transmittal

Ms Tania Akter  
Senior Lecturer  
BRAC Business School  
BRAC University  
Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Internship Report Submission

Dear Miss,

I am writing to submit my internship report titled "Bridging the Digital Divide: Banglalink's FWA Strategy for Internet Penetration in Bangladesh," as a partial fulfillment of our BBA Program's Internship Course.

The report covers various aspects of the company's operations, my assigned responsibilities, and the insights I gained. I have tried to make this report as comprehensive and accurate as possible and I believe it provides a fair representation of my internship experience and the company's practices.

Thank you for your guidance throughout this process. I hope this report meets the academic standards and provides valuable insights.

Sincerely yours,

Shafiqua Nawar  
20104078  
BRAC Business School  
BRAC University  
Date: 31<sup>st</sup> August, 2024

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Banglalink Digital Communications Ltd and the undersigned student at Brac University to safeguard sensitive information from unauthorized access.

*Shafiqua Nawar*

---

Intern: Shafiqua Nawar

Bachelor of Business Administration, BRAC University

## **Acknowledgement**

I am deeply grateful to the Almighty for guiding me through this internship experience. I would like to express my sincere gratitude to all those who have supported me throughout this journey.

In particular, I am indebted to my academic supervisors, Tania Akter Maam and Noshin Anjum Chaiti Maam for their invaluable guidance and support. Their mentorship has been instrumental in shaping this report.

I am also immensely thankful to Banglalink Digital Communications Limited for providing me with this opportunity to gain practical experience. I am especially grateful to the following team members Of Brands and Communications for their mentorship and encouragement: Romael Hasan Wahid (HOD), Naveed Javed (Manager), Asif Khan (Manager), Fardin Al Wafian (Manager), Quazi T Munir (SAP) and Akrabina Tajwar (SAP).

Finally, I would like to acknowledge the unwavering support of my family, friends, and well-wishers. Their belief in me has been a constant source of motivation.

## **Executive Summary**

This research paper delves into Banglalink's Fixed Wireless Access (FWA) strategy and its potential impact on internet penetration in Bangladesh. The study investigates the strategic partnership with TP-Link, a leading WiFi provider, and conducts a comparative analysis with competitors like GPF. The paper will also analyze the compatibility and performance of the FWA routers over various internet service providers in Bangladesh.

Key objectives include examining Banglalink's strategies to bridge the digital divide, evaluating the success factors of the collaboration with TP-Link, and assessing the service offering's quality, affordability, and accessibility. A mixed-methods approach, combining qualitative and quantitative analysis, is employed to gather comprehensive insights.

The findings of this research are significant for Bangladesh's digital future. By understanding the effectiveness of Banglalink's FWA strategy, policymakers and telecommunication companies can gain valuable insights for expanding internet access and promoting inclusive growth in the digital age.

**Keywords:** Fixed Wireless Access (FWA); Network Coverage; Internet Service Provider (ISP); Telecommunication; Speed; Reliability; Customer satisfaction.

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## List of Acronyms

FWA	Fixed Wireless Access
CRM	Customer Relationship Management
HRMS	Human Resource Management System
ISP	Internet Service Provider
DSL	Digital Subscriber Line
CPE	Customer Premises Equipment
PSTN	Public Switch Telephone Network
KV	Key Visual
BTS	Base Transceiver Station
BPT	Broadband Powerline Technology
OTT	Over The TOP
BRTC	Bangladesh Road Transport Corporation
LUT	Low Utilization Town

# **Chapter 1**

## **Overview of Internship**

### **1.1 Student Information**

Name: Shafiqua Nawar

Student ID: 20104078

Program: Bachelor of Business Administration, BRAC Business School

Major/Specialization: Double Major in Marketing and Computer Information Management.

### **1.2 Internship Information**

#### **1.2.1 Company Information**

Period: 15 May, 2024 - 15 August, 2024

Company: Banglalink Digital Communications Limited

Department: Brands & Communications

Address: Tiger's Den, House 4 (SWH), Bir Uttam Mir Shawkat Sharak, Gulshan 1, Dhaka  
1212, Bangladesh

#### **1.2.2 Internship Company Supervisor**

Name: Al Farabi

Organization: Banglalink Digital Communications Limited

Designation: Brand Marketing Senior Manager

Department: Brands & Communications

### **1.2.3 Job Responsibilities**

As an intern in Banglalink, I had some responsibilities and I have tried to do my responsibilities well and contribute to the success of every product or ad campaigns. As an intern I had to conduct a comprehensive analysis of 4G and 5G positioning of telecom operators across South East and South East Asian Countries and make a report on it. Not only this, the report had strategic recommendations which could contribute to the company's market approach. There were a lot of product and ad campaigns during the time of my internship. One of my many responsibilities was also to contribute to the strategic planning of the product and ad campaigns. Moreover, I had to contribute to the making of thematic marketing elements which included key visuals, communication messages and mnemonics based on requirements from the product and digital marketing team. For the ad and product campaigns, I had to coordinate and communicate strategic and thematic decisions with both the external partners and the internal teams to ensure cohesive marketing efforts across all the channels. Moreover, it was an important task to present a weekly task on the major telecom operators by analyzing their brand activities through social media. Taking meeting notes and updating on the campaign briefs was a crucial task to do. Lastly, it was very important for me to coordinate and oversee all communications with marketing agencies to ensure effective brand marketing and advertising and the Key responsibilities include providing clear instructions and feedback to account managers, facilitating communication with stakeholders, and evaluating agency performance based on established metrics and goals.

## **1.3 Internship outcomes**

### **1.3.1 Students Contribution outcomes**

During my internship at Banglalink, I achieved several significant outcomes that contributed to the company's strategic goals and marketing efforts. My comprehensive analysis of 4G and 5G positioning across Southeast and South Asian countries yielded valuable insights, resulting in a detailed report with actionable recommendations. This work provided a solid foundation for informed decision-making regarding the company's market approach in the rapidly evolving telecom landscape.

My involvement in product and ad campaigns proved fruitful, as I actively participated in strategic planning sessions and contributed fresh ideas. For example, my input on the thematic marketing elements helped to drive compelling KVs, communication messages and mnemonics, which were appealing to the target groups. As to the partnership launch with TP link for fixed wireless router service, I provided key planning insights to establish an overarching marketing execution across all media channels. I also facilitated delivery of the marketing creatives and other materials by bridging the external partners with the internal ones. As a result, my internship has proven to facilitate leaner campaigns and higher efficiency in the operation of my department. My weekly report on the main brand activities of the established telecom operators allowed my team to understand the positioning of our key competitors in the market, in order to adjust our campaign strategy. I also acquired an in-depth understanding of the agency's strategies by the virtue of regular interactions with them, in order to lead weekly reviews and quarterly meetings with them. My very detailed notes of bi-weekly meeting helped in providing team-wide understanding on meetings and improvements in campaign briefs. As to my responsibilities in communication with our marketing agencies, strong instructions and feedback platform was established. This allowed to encourage both the marketing agencies and departments to talk openly and evaluate performance at the end based

on disaggregated evaluation scores, which allowed improving our relationship with external contributors. This ultimately led to more effective brand marketing and advertising outcomes. Throughout my internship, I demonstrated a strong work ethic, adaptability and a keen ability to learn quickly. This quality has allowed me to make meaningful contributions to Banglalink's marketing efforts and gain valuable experience in the telecom industry.

### **1.3.2 Benefits gained by the student**

During my internship at Banglalink, I gained an invaluable learning experience and numerous benefits that helped in the journey of my professional career. I have gained different practical insights on the telecom industry. I have had the opportunity to conduct in- depth analysis of 4G and 5G positioning across multiple countries which helped me improve my research and analytical skills.

Working on different ad and product campaigns have helped me develop my strategic skills and planning in a corporate setup. I have learned to think more creatively while aligning ideas with business objectives.

Coordinating with internal and external parties has enhanced my communication and interpersonal skills. The weekly task of analyzing the competitions brand activities on social media has also sharpened my observational skills and market awareness. It taught me how to stay vigilant about market trends.

Taking meeting notes and updating the campaign briefs has improved my attention to detail and the organizational abilities. Lastly, this internship has taught me to adapt to new challenges and work effectively in a professional environment. It has also boosted my confidence and gave me a clear understanding of the career aspirations I have within the marketing industry.

### **1.3.3 Problems/Difficulties (faced during the internship period)**

During my internship at Banglalink, I faced several challenges that tested my abilities but post me to grow professionally in the corporate world. One of the main difficulties was to familiarize myself with the industry terms. Balancing multiple tasks and meeting deadlines was also another tough task to crack. There were days where I found multitasking to be a bit challenging. Updating campaign briefs, prepping for presentations and coordinating with external agencies at the same time was a bit difficult for me initially. Communicating effectively with internal and external teams also post its own set of challenges for me. The weekly competitor analysis task was time consuming and also overwhelming full stop. It took me a while to develop an eye for spotting trends which is very crucial for this industry.

Again, managing expectations, providing clear feedback and ensuring the alignment with Banglalink goals required a balance of diplomacy and assertiveness that I hadn't needed before. Keeping up with rapidly evolving market trends and technology was also a big difficulty for me. This challenges while being tough on me ultimately help me develop adaptability and problem-solving skills which will serve me well in my future career.

### **1.3.4 Recommendations to Banglalink on future internships**

To enhance the internship experience at Banglalink, a structured orientation program could be introduced at the beginning of the internship period, focusing on familiarizing interns with industry-specific terms and concepts. This would help ease their transition into the corporate environment. Additionally, clear guidelines and training on task prioritization and time management could be provided to help interns handle multitasking more effectively. Introducing a mentoring system where interns can seek advice from experienced employees might also offer them valuable insights and help improve communication with both internal and external teams. Streamlining the process for tasks such as competitor analysis, possibly by providing pre-structured templates or tools, could help reduce overwhelm and improve



efficiency. Regular feedback sessions could be arranged to ensure interns receive constructive criticism, enabling them to align better with Banglalink's goals. Lastly, offering periodic industry updates and workshops on emerging market trends and technologies would help interns stay up-to-date and prepared for the fast-paced nature of the telecom industry. These initiatives would not only improve the internship experience but also ensure interns contribute more effectively to the organization.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

Banglalink as one of the leading telecommunications providers in Bangladesh has played a significant role in shaping the country's digital landscape since its formation in 1989. (Rabbi, 2024). The company was initially founded as Shiva telecom and the company underwent a big change formation in 2005 when it was acquired by Orascom telecom and then it was rebranded as Banglalink Digital Communications limited. This was a turning point for the company and it accelerated the company's growth and expanded the reach of the company across the nation.

Banglalink has dedicatedly invested in the network infrastructure and technology over the years to provide affordable communication service to its customers full stop the company has always been customer centric and the company has been consistently tailoring to the needs of the customers. The company has always been vocal about increasing their communication services penetration in each and every corner of the world and improving connectivity in urban Suburban and rural areas. (The Daily Star, 2024) Banglalink has focused on different strategic acquisitions and network upgrades to ensure that their customers have access to the latest telecommunications technology including 2G, 3G and 4G services. (The Daily Star, 2024)

Today, Banglalink is a part of VEON group which is a global telecommunications company operating in multiple countries. The company has continued to focus on innovation and customer satisfaction under the leadership of Gennady Gazin and Kaan Terzioglu. The company has also a current corporate tagline which is “Lead the future”- this corporate tagline reflects the companies aspiration to be the pioneer in driving the digital progress and innovation in Bangladesh. Banglalink has always been committed to empowered the digital journey of Bangladesh and it is evident in the ongoing effects of Banglalink to expand the network

coverage, improve the service quality and introduce new product and services which caters to the evolving needs of the customer.

## **2.2 Overview of the company**



### **2.2.1 Vision**

Banglalink Digital Communications Limited has a clear vision to deeply understand the evolving needs of the customer and provide tailored communication solutions which would help enhance people's lives. This vision and principle explain all the aspects of the company's operations.

The company's core vision lies in a commitment to improve the quality of life of customers through effective communication. To achieve this, Banglalink has always prioritized strategic partnerships, operational efficiency and technological innovation. (Tanni, 2020) These efforts of Banglalink are aimed at creating a seamless and enriching communication experience for customers in each and every corner of the world having diverse demographics and lifestyles. By staying focused to tailor to the evolving needs of the customer and the industry trends, Banglalink aims to be the pioneer in the communication sector offering innovative solutions that exceed customer expectations.

### **2.2.2 Mission**

The mission of Banglalink is to establish itself as the leading mobile operator in the telecommunication industry of Bangladesh through driving digital innovation and empowering the nation through smooth, accessible and reliable communication solutions by focusing on market leadership, different technological advancement and national development. Banglalink

focuses and aims to provide excellent communication services that meet the evolving need of the Bangladeshi people and contribute to the overall progress of the country.

### **2.2.3 Core Values**

The core values of Banglalink are focused on customer centricity, entrepreneurship, innovation, collaboration and truthfulness to shape the company's culture and guide its operation according to the core values.

By prioritizing the customer satisfaction and customer needs, fostering and innovative environment encouraging collaboration and teamwork, Banglalink aims to create a positive and productive work environment while delivering exceptional communication services to each and every customer in the country.

### **2.2.4 Internal Functions**

Banglalink Digital Communications limited has three primary functional areas which are Technology, Commercial and Enablers. These functional areas and distinct departments are responsible for specific tasks.

The technology function mainly focuses on building and maintaining the Banglalink's technology infrastructure which includes the software, hardware and network systems. There are research and development efforts within this function which helps this functional area explore new technology and innovations for the improvement of production services. In this functional area, quality assurance and testing is also important, therefore the quality assurance and testing team helps to ensure the reliability and performance of Banglalink's technical solutions.

The commercial function handles all the commercial operations of the company which also includes sales, marketing and customer service. The sales and marketing teams drive the customer acquisition and retention by implementation of different effective strategies and the

customer service department provides excellent support and resistance to the customers. The business development teams usually establish and implement the strategic partnerships and collaboration.

Lastly the Enablers function supports both the commercial and Technology function as well as their respective departments. The human resource team manages the employee recruitment, development and the performance. The finance team oversees the financial planning, financial strategy budgeting and reporting and the legal team ensures the companies complaints with different relevant laws and regulations. Additionally, the administration teams help support the overall operations of the company which also includes the facility management and logistics.

Therefore, the functional structure allows Banglalink to manage its administrative, commercial and Technology needs which fosters efficiency and innovation within the organization.

## 2.2.5 The organizational Hierarchy

The organizational structure of Banglalink Digital Communication Limited is hierarchical which highly emphasizes on centralized leadership and clearly defined roles, responsibilities and decision-making process.

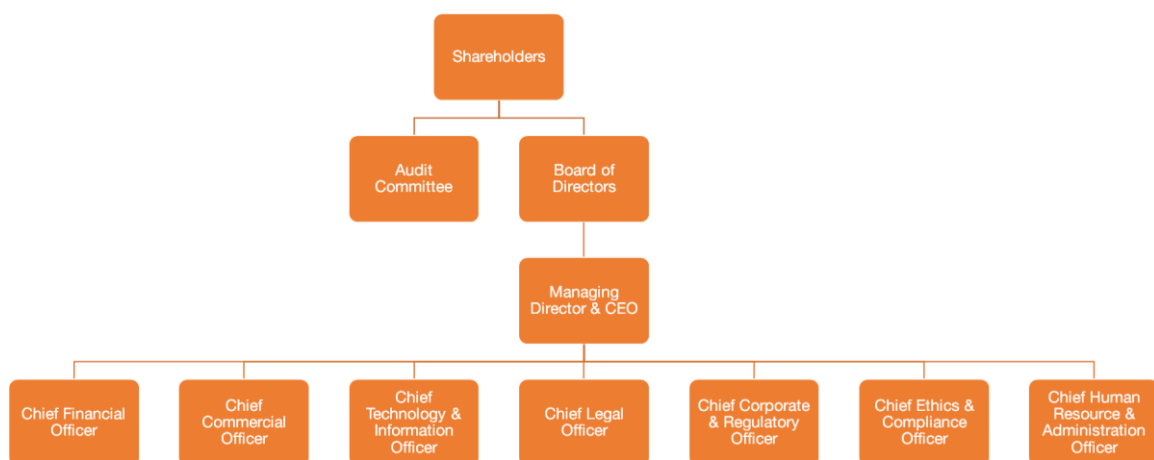


Figure 1: Organizational Hierarchy of Banglalink Digital Communications Limited

## **2.3 Management Practices**

Banglalink Digital Communications limited has always focused on the empowerment of employees and collaborative innovation. The company has a strong belief in the potential of their workforce and employees to drive the company's success. By fostering a productive environment where individuals are encouraged to take ownership of their roles and responsibilities, Banglalink has created a culture of accountability and proactive problem solving.

Banglalink has implemented a management structure which promotes cross departmental collaboration. The management structure helps in the breakdown of the traditional system. It allows all the teams from the various departments in the organization to work together with one goal. This makes the work environment very dynamic as it is very easy to come up with several ideas as well as solutions with integration by the several skills of the company. The decentralized decision-making across all the departments of the company makes it very agile responding to various changes within the market or the consumers. It also refers to the trust that the company's leadership has in its team's expertise and judgment particularly with the decentralized decision-making. It also enables the team members to individually own as well as emphasize the importance of teaming up and collaboration. This in turn makes the employees of the company very innovative. The employees can contribute their own ideas that also help the company improve its offering and internal processes. Consequently, the intensity that work implicates into the system has increased among the employees because they see the impact of value from their own contributions. Therefore, through the adoption of this type of management structure, Banglalink has managed to position itself as very quick in the adaptation process to changes that are ahead of the ever-changing environment of the telecommunication industry. The fact that the company is always empowering its people and

creating a collaborative environment that enables and encourages innovation creates a stronger future for the growth and development of the company in the digital communication sector.

### **2.3.1 Leadership Styles**

The type of leadership used by this Banglalink Digital Communications limited is democratic the style matches with not only its management structure but also philosophy implemented in company empowerment and collaboration. It is a style of leading that encourages participative decision-making and open communication channels between leaders in the organization and different teams. At Banglalink, this democratic leadership model is being followed where the managers of various departments are more as facilitators than conventional authority figures.

Each team leader encourages input from team members, values diverse perspectives and involves the team members in the decision-making process. The democratic leadership fosters an environment where ideas can be freely shared regardless of an individual position within the company hierarchy.

The democratic leadership style followed at Banglalink Digital Communications limited also encourages regular meetings, brainstorming sessions that encourage employees to voice their own opinions and concerns. The leaders of different departments of the companies also delegate significant responsibilities to team members trusting in their abilities to make important decisions and contribute significantly to different projects.

The advantages of this democratic leadership style for Banglalink are as follows:

- Increased employee engagement and job satisfaction since the team members are encouraged to voice their opinions and concerns
- Enhanced creativity and innovation stemming from varied ideas and perspectives of each and every member of the team
- Enhanced problem-solving capabilities as multiple point of views are considered when challenges are addressed

- Stronger commitment to decision making and fulfilling goals since employees are involved in shaping them
- Development of future leaders within the organization as the employees gain experience in decision making and project ownership

However, the democratic leadership style also comes with some disadvantages which are as follows:

- Decision making processes can be slower as reaching consensus may take more time.
- In a crisis situation which requires quick action, the consultative approach might hinder the rapid response.
- Less experienced team members might feel overwhelmed by the responsibility of frequent decision making
- Potential for conflict among the team members is strong disagreements arise within the team.

Despite these challenges, Banglalink's choice of a democratic leadership style significantly contributes to their innovative and collaborative corporate culture. It reflects their commitment to empowering employees and fostering a productive environment where each and every individual can contribute to the company's success.

## **2.4 Financial Performance and Accounting Practices**

Since Banglalink Digital Communications limited is a private company, the details of financial statements and the information of accounting practices are not accessible by the public. Since there is a limitation in finding the detailed information of the financial performance and accounting practices, this part will be mainly done by focusing on the secondary sources and reports. Based on the available information Banglalink has chosen to focus on building a lean infrastructure and investing heavily in digital technology. This strategy likely means that



their financial records show more investments in technology like software and network equipment rather than physical assets like buildings.

According to reports in 2023, Banglalink had a total revenue of BDT 61.5 billion which is approximately USD 730 million which is 14.4% year over year growth. (The Daily Star, 2024b) This impressive increase bills upon the previous year success where the company achieved a 12.1% year on year revenue rise in 2022 as reported by VEON. (Issue-I, 2024). It is to be noted that Banglalink's growth outpaced both the overall market expansion and the performance of its competitors in the telecommunications sector. Banglalink's revenue growth has always been given primarily by increased demand for voice and data services. This growth was increased by a significant expansion of its 4G network with over 5300 new sites added nationwide in just 2 years. (Report, 2023). This investment has greatly improved Banglalink service coverage and quality and contributed to its financial success.

Banglalink's customer base has gone significantly higher. The number of people using Banglalink increased by 9.2% and the number of people using data increased by 9.6%. (Correspondent, 2022). In 2022 a remarkable 16.1 million people were using Banglalink data services every month compared to 6.3 million in 2021. The financial performance achievement by Banglalink is commendable; for instance, the company has recorded an average revenue per user. This is a positive development as it means that customers are spending more on Banglalink's services. Furthermore, the market share of Banglalink has increased from 18.5% to 19.2%; (Report, 2023b) this shows the company is competitive in the market. It is evident that Banglalink has been investing in attracting more customers and retaining them. The increase in market share is evidence that Banglalink is succeeding in this mission. Additionally, Banglalink has invested a significant amount of money in decoding its net worth and for launching of the new Digital services. These expenses are now being considered depending on the value they will bring to this company in the future. Some money is being treated as

immediate expenses, whereas others are viewed as assets with long-term benefits to this company.

Banglalink also commits to environmental, social and governance initiatives (ESG) and it may also impact its financial reporting. Banglalink is well positioned for future success since they have their consistent focus on improving their net worth and digital services and putting customers first.

## 2.5 Marketing Strategy of Banglalink

Banglalink Digital Communication Limited has always based the development of its marketing and promotional tactics on the customer preferences as well as the overall performance of the sector. Market penetration, market development, product development and diversification are the four possible ways to analyze their marketing strategy utilizing the ANSOFF matrix technique. Because of the diverse range of digital and telecommunications products, Banglalink has strategically chosen to prioritize market penetration and market development.

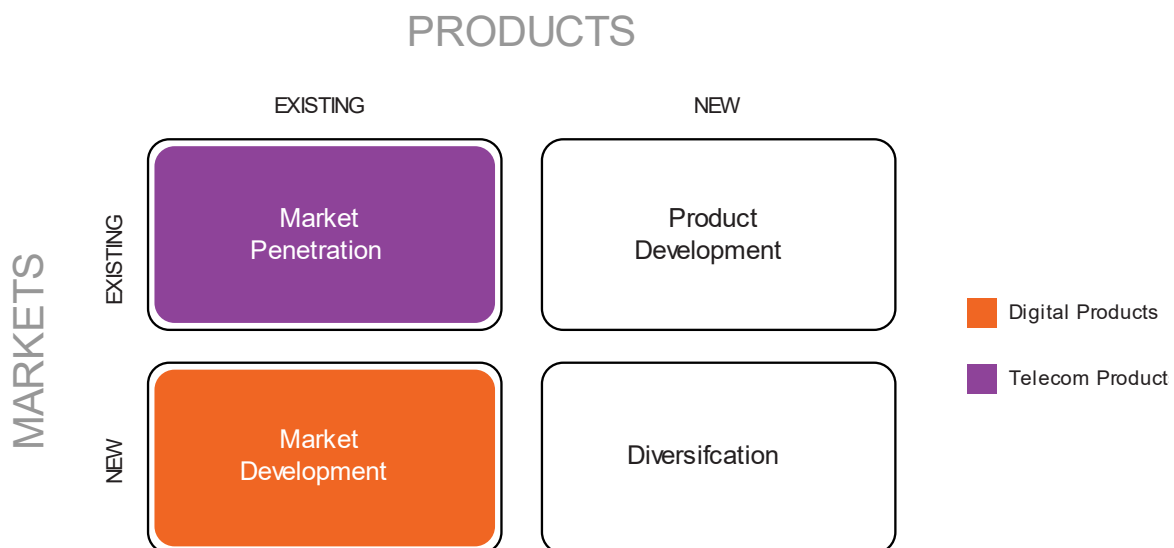


Figure 2: Ansoff Matrix Formulation

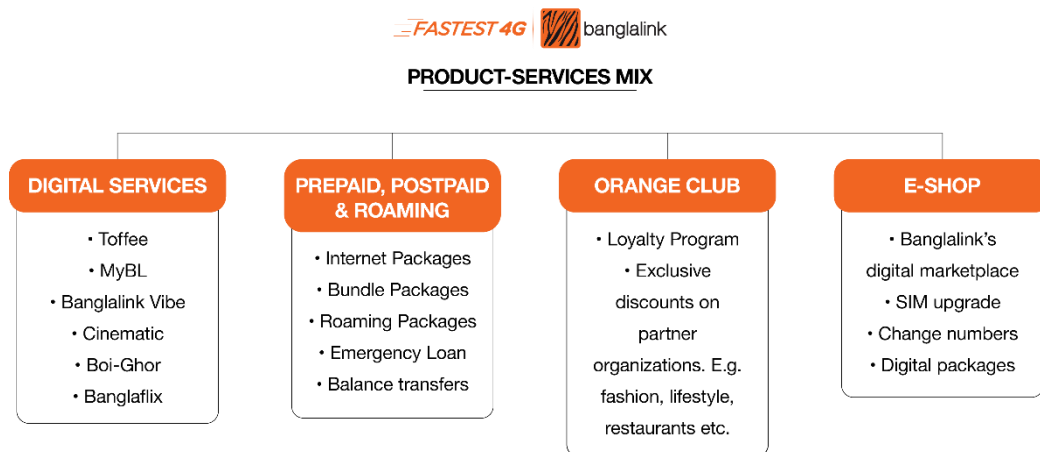
**Market penetration Strategy:** The Market Penetration Strategy used by Banglalink is focused on increasing its share within the existing Bangladeshi telecommunications market by focusing on customer acquisition, retention and service enhancements. The company has successfully positioned itself in the market space and combated against the major telecom operators like Grameenphone and Robi by providing aggressive pricing, targeted promotions and great service quality. For the purpose of increasing the subscriber and customer base of the offer and encouraging its use by the different customer segments, Banglalink has implemented several strategies. For example, one of the strategies that Banglalink has been using is the aggressive tariff plans which are conducive to the different customer base. For example, different unlimited plans have been implemented so as to attract data intensive users from the different customer segments. Precisely, the company buys more unlimited data offers at a cheaper rate and sales extensively to different categories of data users. Moreover, Banglalink has introduced the prepaid pack with bonus minutes and data as an attractive offer to sale to customers. Besides, the company has introduced the cheaper family plan especially for the families realizing readily that a large portion of the customers utilize the same source of income. Banglalink constantly organizes aggressive promotional activities to attract the new subscribers and at the same time encourage the loyalty among the existing customers. For example, Banglalink has introduced the “Refer a friend program” which facilitates the offering of the 1GB data bonus to the referee while the ‘referred’ gets 1GB and TK5 of recharge bonus. Moreover, Banglalink has introduced the added value services so as to differentiate the company from other market players in the industry, add value to customer engagement and provide additional services to the customers. Such services are offered in order to attract, retain and promote customer satisfaction. Banglalink always focuses on the expansion of the market availability by increasing the distribution network. For example, the company reaches out to the local retailers and appoint them to sell the SIM cards and recharge vouchers. Banglalink

has also aimed at opening more physical stores in the underserved areas and enhancing the channel of online sales. Furthermore, the company has implemented the customer loyalty programs so as to retain the existing customers. For the purpose of customer retention Banglalink has introduced that the customers get the points or rewards for each restart or purchase. Finally, Banglalink has used the digital marketing promotions with the aim of extending the reach of the customers and create awareness of the new offerings by the company. For example, Banglalink advertises its new offers in social media and utilizes email marketing as a promotion channel through which customers can access the new offers. Moreover, Banglalink also optimizes its mobile and web app for better visibility as search engines. Precisely, being a rural customer centric market, Banglalink implemented the Feature phones with the basic functions which are currently marketed in the remote areas as the phones which ensure network availability in the villages. Moreover, the company has also implemented the SMS service and in fact, targeted the rural population together with the local NGOs so as to make the population digitally literate. In summary, Banglalink market penetration strategy involves competitive pricing, network expansion, target promotions and the added value services. Through the above approaches the company not only strengthens its market position but also promotes the higher use by the existing customer base by attracting the new customers and additionally contributes to the overall growth and success of Banglalink in the Bangladeshi telecom space.

**Market development Strategy:** The market development strategy used by Banglalink is basically focused on expanding the market presence in the telecommunication industry and increasing the customer base by targeting new segments and regions by enhancing the service offerings and leveraging the technology advancements. One of the primary components of Banglalink market development strategy is the effort to bring mobile and Internet services to rural and remote areas of Bangladesh. These regions have faced challenges such as limited

infrastructure and lower economic development resulting in the lower levels of mobile and Internet penetration. Banglalink has recognized the untapped potential in these markets and has been heavily invested in expanding the network infrastructure to ensure that even most remote villages have access to reliable communication services. For example-the company has installed new cell towers and upgraded its existing network in these areas which has enabled the residents to access mobile services, high speed Internet and digital content for the first time. This expansion not only provides connectivity to millions of people but also opens up new revenue schemes for Banglalink. Banglalink is also strategically targeting small and medium size enterprises within urban and semi urban area. Small and medium size enterprises represent significant growth opportunities as they often require communication and digital solutions to enhance the business operation. To tap into this market, Banglalink has introduced specialized business packages that offer double communication solutions including bulk SMS services, dedicated internet connection and business focused mobile plans. These offers and packages are designed to meet the unique needs of SMEs which is helping them improve the efficiency and connectivity in those areas. Another aspect of Banglalink's market development strategy involves focusing on the youth segment which constitutes a large portion of Bangladesh population. Young consumers, specifically students and young professionals are heavy users of mobile data and Digital services. To attract this customer segment, Banglalink has launched youth centric marketing campaigns and promotions that include high speed data packages, social media bundles and access to entertainment content such as music and video streaming services. Again, Banglalink has introduced innovative services like “My plan and “My BL” super app. international roaming deals are also a revenue generating segment and diversified the source of income. Recently, Banglalink and Tp- link has also joined to offer router services and this also proves to be a great tactics in the market development strategy taken by Banglalink.

## 2.5.1 Marketing Mix



*Figure 3: Product-Services Mix of Banglalink Digital Communications Limited*

**Product:** The company is offering a variety of products and services, which target the evolving needs of the customers within the telecom operator industry. Their diversified product line includes mobile voice services, data and the offering of digital services. The company has developed affordable prepaid mobile plans, money-saving postpaid plans, the high speed 4G on all devices and innovative business solutions. Moreover, Banglalink is also in the digital space through its services such as the “Toffee app”, through which the users have access to live TV, movies and other multimedia. They also offer mobile financial services to their customers through their link which offers ease in bill payment and transfer of money. The company has their super app “MY BL” app which is one stop access to everything from lifestyle, payment etc.



*Figure 4 : My BL Super App*

**MY BL APP:** Banglalink has developed a super app called "MY BL APP" which provides a one stop solution to live a digital life straightforwardly. Leading easier life to the customers and helping them enjoy their favorite activities from the smart device. It was initially aimed to cater to the self-care needs of Banglalink customers, but today, has transformed into a digital super app catering to a broad range of activities including entertainments, content, healthcare, gaming, educations, ticketing, billing and others. It is a hub for entertainment offering many exciting leading mobile games and hosting the most significant number of Bangla music streaming in Bangladesh. It also works as a payment app allowing users to buy travel tickets or pay service bills seamlessly at their convenience. In addition, the app offers a diverse range of courses at different levels enabling users to invite on a special journey of self-learning. For health purpose, patients can connect to licensed doctors by the Bangladesh medical and dental council and seek consultation or order medicine from their home.

**Price:** Banglalink uses competitive pricing strategies to attract and retain customers in the highly competitive telecom market. The company offers various types of pricing strategies including low price prepaid and postpaid plans to target different market segments such as student segments, professional segments and small business segments. The company also offers cost-effective data packs and voice call minutes along with a special promotional price to enhance price image while maintaining profitability within the company.

**Place:** Banglalink has focused on total reach of its products and services through extensive distribution. The company's network spreads throughout the entire Bangladesh and focuses both on the physical and the online presence. In physical terms, Banglalink operates numerous retail outlets throughout the cities. Extensive network coverage ensures that the customers find it easy to access the services in any areas they are in like urban, semi urban or rural. Continued extension of the network understanding of interests of the customers helped Banglalink reach underserved areas. Distribution is a powerful marketing force and it assists everywhere whether it is wholesale with intermediaries or online e-commerce partners.





*Figure 5: Promotional Campaigns*

**Promotion:** Integrated and robust promotional strategies have helped Banglalink attract and retain its customers. The company consistently uses different marketing means to reach out to people. Banglalink engages in digital promotion through its ads and banners which appear in popular and widely-visited websites. It also uses television commercials, radio ads and outdoor campaigns to reach out to potential clients. The promotional campaigns often run in a frame of a special offer with extra value like discounts on data packages, bonus talk time, limited time offers. However, promotional campaigns vary depending on the audience. Banglalink sends targeted promotional messages concerning its products and services to specific user groups. Experiential marketing is widely used. The company secures influential sponsorship to be able to get some action attractive to the audience.



*Figure 6: Employees, Customer Service representatives, partners*

**People:** The people aspect of Banglalink's marketing mix consists of the employees, customer service representatives and the partners who interact with customers and support the company's operations. Banglalink places a strong emphasis on hiring skilled professionals and providing them with extensive training to ensure high quality customer service. The company's customer service team plays a significant role in addressing any customer enquiries, resolving customer issues and maintaining the customer satisfaction. Furthermore, Banglalink collaborates with various partners including retail dealers and business associates to effectively deliver its product and services widespread in the market.

In summary, Banglalink's marketing mix involves offering a wide range of products and services implementing competitive pricing strategies, ensuring broad distribution through an extensive network executing diverse promotional campaigns and focusing on skilled personnel. to enhance the customer interactions. This comprehensive approach help Banglalink cater to the evolving needs of the customer and maintain a strong position in the Bangladesh telecom market

## **2.6 Operations Management and Information System Practices**

Banglalink Digital communication limited has always leveraged technology to enhance its operation or efficiency and provide better services to its customers and stakeholders. By integrating the operation of processes with advanced information Technology, Banglalink aims to improve data management, facilitate stakeholder communication and streamline the overall operations in the company.

### **2.6.1 Information Systems for Data Management and Sharing**

**Data Collection:** Banglalink Digital Communications Limited gathers information from different kinds of sources including internal processes, network operations and customer interaction. The call logs, service request and client data are all stored up using customer relationship management systems (CRM). Systems for monitoring networks collect information about traffic patterns, network efficiency and possible outages. The financial management systems also keep tabs on income cost and resource allocation to make sure that the financial objectives are fulfilled.

**Data Storage:** Banglalink uses centralized databases to safely retain the data it has gathered. This makes it possible to synthesize and analyze trends that help Banglalink to guide important business choices. Relational databases are used by the business to systematically organize information, making it conveniently accessible and preparing for quick analysis. Banglalink also uses data warehouses to combine information from many sources and storage in the safest possible way to reduce any security risk using this method enables the organization to analyze past data and spot trends which is crucial for making important business decisions.

**Data Processing:** The data processing procedure is carried out by Banglalink with the use of sophisticated data processing software. Business Intelligence Technology for instance are used to sort through unprocessed data, arrange it in a methodical manner and provide in-depth reports on trends and patterns. Banglalink may now make data driven, well informed decisions

that improve company results. Furthermore, customer analytics solutions are crucial for examining consumer behavior and preferences which enable Banglalink to gain a clear picture of their target market. These insights serve as a cornerstone for developing highly targeted advertising campaigns which raises their efficacy and raises income and Brand Awareness.

**Data Sharing:** Banglalink prioritizes data sharing as a significant component of its information system infrastructure. By effectively evaluating key insights and analysis to stakeholders and decision makers the company fosters transparency and efficient communication within the organization

Two Primary channels are used by Banglalink for data sharing and they are:

**Management Dashboards:**

- Management dashboards are powered by a business intelligence system and these real time dashboards offer a comprehensive overview of the company's performance.
- The key Metrics which includes the sales figures and customer satisfaction are presented in a clear and organized manner.
- The management dashboards also enable data driven decision making regarding network optimization resource allocation and marketing strategies.

**Customer Portals:**

- Through customer portals, Banglalink provides both individual subscribers and corporate clients with real time information about their services.
- These customer portals offer features such as account information data usage recharge plans and service activation or deactivation.

- Additionally, Banglalink leverages customer portals to deliver personalized recommendations and targeted discounts in handling the overall customer experience.

By effectively sharing data through this channel, Banglalink ensures that the stakeholders have the necessary information to make informed decisions and drive the company's success.

## **2.6.2 Database and Office Management Systems**

### **Database Management**

- **Oracle:** Banglalink utilizes Oracle database which is a very powerful and popular relational database management system. Oracle offers scalability, reliability and a comprehensive set of features making it suitable for handling large scale databases and complex applications in the telecommunications industry.

### **Office Management Systems**

- **Microsoft Office Suite:** Banglalink uses the Microsoft office suite including word Excel, PowerPoint, Outlook and other productivity rules for the office management systems. This Microsoft suit provides a familiar and versatile set of applications for creating documents, spreadsheets, presentations, managing emails and collaborating with colleagues

### **Human Resource Management System (HRMS)**

- **Purpose:** Banglalink employees and HRMS to manage its workforce efficiently and effectively.
- **Features:** An HRMS typically includes modules for employee data management recruiting, on boarding, performance management, payroll processing, time and

attendance tracking, benefits administration and many more. Banglalink Digital Communications limited has implemented “V people” as a comprehensive human resource management system. This platform is used to manage employee data, payroll, leave applications and other critical HR function.

- **Benefits:** Using an HRMS can streamline HR processes, improve employee satisfaction and reduce administrative burden.

### **Integration and Synergy**

Banglalink integrates these systems to create a cohesive and efficient Technological environment. For example- data from HRMS could be integrated with CRM systems to track employee performance and customer introduction. Additionally, data from the network monitoring systems could be stored in the Oracle database for analysis and reporting.

The combination of Oracle Microsoft office suite and an HRMS provides Banglalink with a solid foundation for managing data operations and workforce. This technological infrastructure enables the company to make informed decisions, improve efficiency and deliver high quality services to its customers.

## **2.7 Industry and Competitive Analysis**

### **2.7.1 SWOT Analysis of Banglalink**

**Strengths:** Banglalink Digital Communications Limitations has a lot of strengths which has helped the company to stay as one of the market leaders in the industry. The strong attributes have contributed to the success leading to over 40 million subscribers in Bangladesh which is a testimony to its competitive strength. One of the strengths that Banglalink has is its extensive network coverage and affordable pricing offers which attracts a wide range of customers in the

market. Again, Banglalink has been awarded the titles of the fastest mobile network in Bangladesh eight times consecutively by Ookla. This recognition also proves the company's commitment to delivering exceptional network performance specially in terms of speed.

Banglalink also offers a variety of digital products like Doctime, Toffee and MyBL. MyBL is also called the super app because it provides exclusive features like popular music, streaming, educational and professional courses, gaming services, live radio streaming, minute packs, data packs and health features. Lastly, Banglalink is often recognized for having the best working culture and customer care service among its industry competitors.

**Weakness:** Despite being one of the major players in the telecom industry, Banglalink has some weaknesses. Grameenphone and Robi have a larger market share than Banglalink which implies having bigger customer bases than Banglalink. This is one area where Banglalink has to focus on increasing. Banglalink has lesser diversified portfolio in case of digital and enterprise solutions than Grameenphone. Banglalink has also faced criticism regarding the network infrastructure, especially in the numbers of BTS (Base Transceiver Station) Towers. Compared to the other competitors, the network strength is considered weaker than Grameenphone. Banglalink has had poor signals in rural areas but now it is consistently striving to tap the market in rural area and overcome this weakness.

**Opportunities:** Banglalink as one of the leading telecom operators in the country can attract a lot of opportunities and strategically expand its services and leverage its resources and contribute to the country's rapid digitalization.

Now since more and more people are adopting smartphones and internet connectivity and leading towards the digital innovation, the demand for different data depended services like video streaming, online gaming, music streaming and ecommerce is also significantly

increasing. Banglalink can grab the opportunity to retain more customers by collaborating with more e-commerce platforms to provide the customers with these kinds of services and additionally Banglalink can collaborate with different educational institutions to offer advanced online courses and training programs.

Another opportunity that Banglalink can grab or is already trying to grab is the penetration of rural markets. There are many rural areas that are currently underserved. Through targeting those areas, Banglalink can expand its customer base. Banglalink can expand its network coverage, offer affordable plans and invest in the infrastructure development and can bridge the digital divide and provide the necessary telecommunications services to the rural underserved communities.

Finally, through the affiliation with VEON, Banglalink can attract more unique international collaboration and expand its operations in new markets and learn from the best practices in the industry. With the help of the parent company Banglalink's affiliation with Veon, Banglalink can explore and adopt new technologies such as 5G and artificial intelligence to expand its service and make it more advanced.

**Threat:** Despite Banglalink being one of the market leaders in the telecom industry, the company faces a lot of threats in the competitive landscape of the industry. There is a constant pressure on keeping focus on the market share and attracting new customers due to strong rivals and competitors in the market. Again, due strong rival in the industry, Banglalink faces a pressure to constantly respond to the aggressive pricing strategies from the competitors and to adjust competitively which impact profitability. Additionally, the entry of Starlink into Bangladesh could also pose a serious threat to the telecom operators of Bangladesh including Banglalink due to its potential to offer more competitive pricing, high speed internet and advanced technological solutions.



Sudden economic fluctuations can also pose a threat towards Banglalink's revenue growth. Not only that economic downturns can change a customer's spending habits and demand for the telecommunications services which may later affect the revenue growth. The rising inflation in the country can also increase the operational costs and reduce profit margin. There can be infrastructure challenges which can pose as a threat such as network outages and difficulties in expanding network coverage which can impact on customer satisfaction and service reliability.

### **2.7.2 Porters Five Forces Framework of Banglalink**

A Porter's Five Forces analysis of Banglalink Digital Communications Ltd. evaluates the competitive dynamics and external factors that shape the telecommunications industry in Bangladesh. Here's a breakdown of each force:

#### **Threat of New Entrants**

The threat of new entrants in Bangladesh's telecom market is relatively low due to high entry barriers. Establishing a telecommunications company requires significant capital investment in infrastructure, spectrum licenses, and regulatory approvals. Additionally, the market is dominated by a few large players like Grameenphone, Robi, and Banglalink, which have established brands, extensive networks, and economies of scale. Any new entrant would face difficulty in competing with these established players in terms of coverage, technology, and customer base. However, with technological advancements like 5G and digital services, there remains potential for disruption from niche digital providers.

#### **Bargaining Power of Suppliers**

In the telecom sector, suppliers primarily include equipment vendors, network technology providers, and spectrum license providers. For Banglalink, key suppliers like TP-Link for routers and global telecom equipment manufacturers like Ericsson or Huawei play critical roles. The bargaining power of these suppliers can be moderate to high, especially in terms of

network infrastructure and technological upgrades. However, due to the number of global suppliers in the market, Banglalink can mitigate supplier power through diversification and long-term contracts. Regulatory bodies like the Bangladesh Telecommunication Regulatory Commission (BTRC) also influence supplier power, especially concerning spectrum availability and pricing.

### **Bargaining Power of Customers**

The bargaining power of customers in Bangladesh's telecom market is relatively high. Customers have multiple choices among telecom providers—Grameenphone, Robi, Teletalk, and Banglalink—leading to intense competition for market share. Price-sensitive customers often switch providers based on service affordability, quality, and promotions. With the growing demand for faster internet, better data packages, and digital services, companies must continuously innovate and offer competitive pricing to retain customers. The availability of mobile number portability (MNP) also enhances customer power, as they can switch networks without changing their numbers, increasing the pressure on operators like Banglalink to improve customer satisfaction and loyalty.

### **Threat of Substitutes**

The threat of substitutes for traditional telecom services is growing, driven by digital platforms and Over-the-Top (OTT) services such as WhatsApp, Messenger, and Zoom, which allow voice calls, messaging, and video conferencing over the internet. As internet penetration increases, especially with the rise of 4G and upcoming 5G technology, consumers may opt for these OTT services over traditional voice and SMS packages. While Banglalink and other telecom providers offer data services, they need to innovate and introduce value-added services to reduce the threat posed by OTT platforms and ensure customer retention.

## **Industry Rivalry**

The telecom industry in Bangladesh is highly competitive, with a few dominant players: Grameenphone, Robi, and Banglalink. Grameenphone holds the largest market share, while Robi and Banglalink vie for second place. This intense rivalry drives aggressive marketing campaigns, price wars, and the need for continuous network expansion and service enhancement. Banglalink must invest in infrastructure, customer service, and innovative digital offerings to stay competitive. The rollout of 5G services and the expansion of digital solutions like mobile banking and e-commerce also contribute to the competitive landscape, requiring Banglalink to remain agile and forward-thinking.

In summary, Banglalink faces strong competitive forces in the telecom industry. To maintain its position and grow, the company must continue investing in technology, customer satisfaction, and new digital services, while also navigating the challenges posed by suppliers and substitute products.

## **2.8 Summary and Conclusions**

Banglalink Digital Communications Limited has proved itself to be a significant player in the telecommunication industry. The company has consistently strived to do better, improve itself and lead in the telecommunication industry through customer centricity and innovation.

Having different core values such as entrepreneurship, innovation and collaboration with different market leaders, Banglalink has developed a long-term vision to focus on customer centricity and tailor to every evolving need of the customer. The functional structure of Banglalink which consists of the Commercial, Technology and Enablers division with the approach of a democratic leadership style has fostered a positive and empowering environment for growth and development among employees of Banglalink.

The company's financial performance was impressive as analyzed by secondary sources and reports as it brought a consistent revenue growth. Through the strategic focus in the financial development of the company, the company proved itself to be one of the leading telecom operators in the country. Again, the multifaceted strategic decisions helped Banglalink encompass the market penetration and development and cater to diverse customer segments. Banglalink has also enhanced the data management system, the efficiency of the operational management and the stakeholder communities through the comprehensive approach to ORACLE, Microsoft Suite and HR resource management.

Even though Banglalink is playing as one of the market leaders in the telecommunication industry, the company faces different challenges, such as intense competition from the rivals in the market, operational costs and infrastructure issues. It is very important to continuously adapt and continuously improve and invest strategically to navigate these kinds of challenges. By understanding the company's core strengths and weaknesses, opportunities and threats, Banglalink can consistently position itself in the highly competitive Bangladeshi telecommunication market.

To conclude, Banglalink digital communications limited has established itself as a market leader in the industry through its commitment to innovation, customer centricity and digital transformation driving Bangladesh's digital progress.

## **2.9 Recommendations**

To further strengthen its position in the market, Banglalink could consider a few strategic enhancements. First, expanding its 5G infrastructure and investing in cutting-edge technology would position the company as a leader in next-generation connectivity, catering to the growing demand for faster and more reliable internet. Additionally, enhancing customer service through

more personalized and AI-driven support systems could improve user experience and satisfaction, reducing churn rates.

Banglalink could also focus on diversifying its product offerings, particularly by expanding digital services such as e-learning platforms, financial services, and smart home solutions to tap into emerging market needs. Building stronger partnerships with local and global tech companies would also help the company stay competitive in the digital ecosystem. Furthermore, a continuous investment in data security and privacy measures would enhance trust and loyalty among its customers, especially with increasing concerns over data protection.

Lastly, Banglalink can strengthen its community engagement and CSR activities by focusing on digital inclusion initiatives, aiming to bridge the digital divide in rural areas. This would not only serve a social good but also open up new markets, expanding the company's customer base and contributing to long-term business sustainability.

## **Chapter 3**

### **Project Part**

## **Bridging the Digital Divide: Banglalink's FWA Strategy for Internet Penetration in Bangladesh**

### **3.1 Introduction**

In today's modern world of digitization, Internet connectivity has become an extremely crucial requirement for economic development, education, healthcare and many more sectors in each and every corner of the world. There are many countries in the world where the digitization and internet connectivity is getting advanced at a rapid speed, however, there are some countries including Bangladesh where there seems to be a digital divide which is an inequality of access of internet connectivity between urban, suburban and rural areas. The digital divide existing in Bangladesh doesn't not only mean the lack of devices and technologies rather it brings out a deeper issue of accessibility, affordability and the quality of digital infrastructure in the areas. (Seum, 2024)

Bangladesh is a developing country and despite its growing economy and advancements in the urban infrastructure, it is still lacking behind in the sub-urban and remote areas in case of digital infrastructure. Sub-urban and rural areas of Bangladesh continue to face challenges with inaccessibility of internet connectivity and digital infrastructure whereas big cities and urban areas in Dhaka and Chittagong benefit from using stable and fast internet services. Apart from the lack of network towers, the urban and suburban areas also do not have sufficient ISP (internet service providers) and DSL (Digital Subscriber Line) connections because of the high

costs and logistical challenges of these services. Not only this, these services are difficult to setup because of the poor physical infrastructure of the sub-urban and rural areas. The sub-urban and rural area residents constitute a major portion of the population of the country and they remain disconnected from the benefits of easily accessible digital infrastructure. This digital exclusion leads to social-economic disparities, limiting opportunities for education, health care and many more. (Siddiquee, 2024)

To address these challenges, there are innovative solutions that don't even require the extensive physical infrastructure that are crucial for the setup of these digital services and that solution is Fixed Wireless Access technology (FWA). FWA technology uses the existing mobile network infrastructure to deliver high speed broadband connection and internet. It is more scalable and it is an easy alternative to the traditional wired connections. Fixed wireless access can tap into the markets of urban and rural areas without any delay with affordable costing. Recognizing the potential of this untapped market, Banglalink who is one of the leading telecom operators of the country has taken a strategic initiative to bridge the digital divide of the country by introducing Fixed wireless Access router under the name "Banglalink Wifi" or "Bl Wifi" in collaboration with TP-link, the number one Wifi provider in the country. The collaboration between TP-Link and Banglalink aims to combine the extensive high speed mobile network coverage with the technological expertise of TP-Link to deliver high speed internet to urban, suburban and rural communities.

Banglalink's new FWA router is a big step in bridging the digital divide between urban, sub-urban and rural areas. The aim is to provide the internet accessibility in each and every corner of the country and contribute to the digital transformation of the country.

### **3.1.1 Literature review**

The phrase "digital divide" refers to the differences in access to information and communication technologies (ICTs) that exist between people, households, and geographical areas. (Hanna, 2021). The term "digital divide" frequently refers to the disparity in access to the internet between those who have reliable, fast internet and those who do not. (Taylor, 2024) This divide can be clearly noticed in developing countries like Bangladesh, the spread of internet services in Bangladesh is greatly affected by the geographical barriers, inequality of economy and infrastructure. (Taylor, 2024). Under these circumstances, availability of internet in Bangladesh is noticeably different in urban and rural settings. (Zaman, 2023). According to Bangladesh Sample Vital Statistics (BSVS) statistics, despite the growth in the number of internet users, only 37.1 percent of the rural population utilizes the internet, while the figure for the urban population is 53.7 percent. (Tayeb, 2023)

While rural areas have a poor internet connection, city areas have a better internet connection. ("Overview of Internet Access in Bangladesh: Impact, Barriers, and Solutions," n.d.) The reason is that the internet service providers in the rural areas do not make enough money, the cost of providing fiber-optic connection is unreasonably high. (Sun, 2024). As a result, there is an inequality gap created in both the society and the economy. As of now ISPs play a major role in delivering internet services and connection to a person's home and workplace. ISPs provide the gateway between the users and the huge market place on the internet. However, the pioneer player in this is a highly competitive and unaffordable ISP. (Faruquee, 2023) With the existing modem and infrastructure, connecting to the internet is the most convenient solution in urban settings and cities. Nonetheless, the unaffordable costs for the setting up and maintenance of these fiber optic networks limits the ISPs to the rural areas. While the upazilas and city centers are largely covered by expensive mobile internet packages or broadband connections—many service providers continue to charge users more for these services, even



after the Bangladesh Telecommunication Regulatory Commission (BTRC) launched its "One Country, One Rate" initiative in June 2021, setting the standard tariff for a 5 Mbps connection at Tk 500—there are numerous villages in the periphery where young people, particularly girls, struggle to access the internet for educational purposes. (Tayeb, 2023)

In a time when the internet is becoming increasingly essential, FWA offers a way to bring high-speed connectivity to those who need it most. This could revolutionize the telecom market in the near future as internet connections get affordable, slower networks are phased away, and the majority of Bangladeshi get a chance of having a taste of high internet speed. (Faruquee, 2023).

Fixed wireless access, or FWA, is a type of 4G or 4G LTE wireless technology that enables fixed broadband access using radio frequencies instead of cables. (Scholla, 2023). FWA works especially effectively in places where installing fiber-optic lines would be lesser expensive or difficult logistically. FWA can provide internet connectivity to underserved areas at speeds equivalent to standard wired connections by using the spectrum of mobile networks. Because of this, it's a desirable choice for increasing digital inclusion in underserved areas. Globally, FWA router services has been adopted by different countries to extend internet services in each and every corner of the country. For-example-in South Africa, FWA router services has been installed in providing the underserved areas and it is contributing to the education, healthcare and local sectors. Similarly, India has also adopted this technology for increasing the internet penetration to bridge the digital divide. ("What Is Fixed Wireless Access (FWA)? Definition, Meaning & Explanation," n.d.)

In Bangladesh, the use of this FWA router technology is crucial. There are extensive physical infrastructure challenges in Bangladesh which is creating the digital divide in the country and this technology can be a one stop solution to all the infrastructure and logistical solutions.

Because of current mobile network Infrastructure, Mobile network operators like Grameenphone, Robi and Banglalink offer wireless broadband services in contrast to traditional ISP's. Since there are a lot of cellular towers cross the nation, the operators can cover urban, suburban and rural areas. Grameenphone which is the leading telecom operators has recently unveiled their FWA router which is "GPFI". Banglalink becomes the second leading operator to launch a FWA router service named as "BL Wifi" or "Banglalink Wifi". The entry of Banglalink into the FWA market in collaboration with TP- Link which is the number one provider of consumer WIFI Networking devices of the country, represents a strategic move taken by Banglalink to address the gaps which is left by both the ISP providers and the mobile network operators in the country. Banglalink users will enjoy numerous benefits, including exciting data bundle offers across a wide range of TP-Link routers. As the world's leading provider of consumer Wi-Fi networking devices, TP-Link ensures state-of-the-art routers in the Bangladesh market. This joint venture expands internet accessibility for home and office users through fixed wireless routers, driving forward digitalization efforts in Bangladesh. Banglalink aims to provide affordable high speed internet solution across each and every corner of the country through the FWA router service. Banglalink's FWA router has the potential to significantly enhance the internet penetration in Bangladesh and bridge the digital divide across the nation.

### **3.1.2 Research Gap**

For this report, extensive research has been done on the FWA router services and the digital divide of internet connectivity in the country, however there are limited studies on Banglalink FWA router since it's a newly launched product. This research gap is presenting an opportunity to analyze and evaluate the impact of Banglalink's FWA Router on bridging the digital divide and promoting the digital inclusion in Bangladesh.

### **3.1.3 Objectives**

#### **Objective 1: Evaluate the Potential Impact of Banglalink's FWA Router on Internet Penetration in Underserved Areas**

- Investigate how the FWA router could improve internet access in underserved regions.
- Assess the expected social and economic benefits of enhanced connectivity in these areas.

#### **Objective 2: Evaluate the Competitive Advantages of Banglalink's FWA Router over traditional ISP**

- To analyze how Banglalink's FWA router outperforms traditional ISP providers in terms of service quality, affordability, and accessibility.

#### **Objective 3: Compare Banglalink's FWA Router with Competitor Products (BL WIFI vs. GPFI):**

- To conduct a comparative analysis of Banglalink's FWA router and Grameenphone's GPFI router in terms of customer satisfaction, performance, and market reach.

### **3.1.4 Significance**

This study has significant importance for the digital future of Bangladesh. As the country is striving to improve the bridge between the digital divide of internet penetration in the urban-rural areas of Bangladesh, understanding the effectiveness of effective and innovative strategies like Banglalink's FWA service initiative is very important. The research will also

deliver insights into the possible impact on the Bangladesh's digital economy and social development sectors like education, healthcare, Urban planning etc. Additionally, the paper will offer significant lessons for the other telecommunication companies and policymakers in the same market and might potentially influence the future strategies for expansion of internet access in our country. By investigating this initiative, the study aims to contribute to the broader discussion on overcoming challenges in digital accessibility and fostering inclusive growth in the digital age.

### **3.1.5 Methodology**

**Research Design:** This study adopts a mixed method research design which is a combination of qualitative and quantitative for better and effective analysis of Banglalink's FWA router success. The qualitative approach includes examining the internal documents and meeting overviews with its stakeholders, the latter implies it administers a survey to both the current users and their prospective customers.

#### **Data collection:**

**Qualitative Data:** The internal technical documents were reviewed to develop an understanding of how the FWA router works and its connection to other routers in the internal network. They were sourced from the internal company server and used as the sources of information for the study. For the research, the study of employee meeting details and changes made to addresses in the internal technical documents and partner files were investigated to understand what the impact on the FWA router might have been.

**Quantitative Data:** The quantitative approach is done through gathering survey data. The survey will give a good analysis in assessing the impact of FWA router in internet penetration across the nation and bridging the digital divide. Through the responses, the comparative

analysis between Banglalink's FWA router and Grameenphone's GPFI be done easily and the assessment of Banglalink's FWA router over the ISP providers will be conducted.

### **3.2 Overview of Traditional ISP Providers**

An Internet Service Provider (ISP) is a company that provides individuals, businesses, and other organizations with access to the internet. ISPs function by establishing a network that allows users to connect to the global internet. (Twin, 2024) ISPs build and maintain a network infrastructure that includes fiber-optic cables, routers, switches, and other networking equipment. ISPs purchase bandwidth from larger upstream providers, which they then allocate to their customers. (Twin, 2024). Bandwidth is the capacity to transmit data over a network, and ISPs manage this capacity to ensure consistent and reliable internet service. ISPs provide customer premises equipment (CPE) like modems and routers, which allow end-users to connect to the ISP's network. For home users, this often means a Wi-Fi router that distributes the internet connection within a household. However, Establishing an ISP requires significant investment in physical infrastructure, including data centers, networking equipment, and connectivity to the global internet backbone. (Gillis, 2022)

In Bangladesh, local ISPs play a critical role in delivering internet services. The major local ISP players in Bangladesh are - Dot internet, LINK3, Carnival, Mazeda, Kasper, AmberIT. The number of broadband users increased especially during the Covid-19 pandemic, as reliance on the Internet kept on growing for essential tasks such as working from home, online classes, and meetings. According to BTRC, the number of ISPs and PSTN (Public Switch telephone network) subscribers in Bangladesh till June 2019 was 5.734 million, which doubled in the next two years to over 10 million in June 2021. (Issue-I, 2020) In Bangladesh, like many developing countries, traditional ISPs tend to concentrate their services in urban and semi-urban areas where there is a higher density of users and better infrastructure. Rural and remote

areas are often neglected, leading to a significant digital divide. Urban areas typically enjoy robust coverage, with many ISPs offering high-speed services like fiber-optic internet. However, the situation is vastly different in rural and remote areas, where the cost of laying down infrastructure (such as fiber-optic cables) is often prohibitive.

Urban dwellers are spoiled for choice when it comes to the internet, able to choose from multiple high-speed fiber optic connections. However, rural residents often have access to nothing more than slow DSL (Digital Subscriber Line). (Gallardo & Whitacre, 2024). Traditional ISPs offer consumers fixed internet services that can only be used in a designated space, like a home or an office, once they are installed. The connection is semi-permanent and difficult to relocate; the internet can't be taken with you if you move to a new location. The tier pricing method is frequently applied by these organizations, who will charge more money for either faster internet speeds or unlimited data. Though the pricing structures employed by these organizations usually make quality internet services feasible for urban customers, the cost is astronomical for rural consumers and others on a fixed budget. The quality of customer service also varies greatly among traditional ISPs, with major businesses often employing dedicated teams that nevertheless keep customers waiting and make it hard to report issues, and smaller providers providing more personal services.

### **3.3 Overview of FWA (Fixed Wireless Access) service**

Fixed wireless access is a class of technology that makes extensive use of radio waves in order to transmit data quickly to subscriber-held devices. Generally speaking, an FWA system comprises a base station that is linked to a fixed network and many subscriber units in the same or adjacent regions. (Inseego, n.d.) The base station then communicates with the subscriber units via radio waves, allowing consumers to connect to the fixed network and get high-speed

data services. These transmitters are carefully placed on permanent objects like as poles, buildings, and towers. (Inseego, n.d.)

Fixed wireless access, can potentially handle 5G technology and is the next generation of wireless communication, with the possibility for ultra-high speeds, minimal latency, and vast capacity. In principle, this may provide customers with speeds equivalent to wired broadband connections. FWA varies from wired broadband in one significant manner.

Regardless of the type of broadband the user is using—cable modem, telephone lines (DSL), fiber-optic cables, powerlines (BPL), or coaxial cables—all wired, fixed-line broadband systems involve the transfer of data across cables. When a consumer uses fiber-optic internet, the internet service provider connects a cable from a nearby site to a switching box, often known as a "cabinet," or all the way to their home. The internet provider's transmission tower is sending a radio signal to the device via FWA. There are no wires or cables needed to enter the customer's house for this. FWA presents a chance to provide broadband technology to places that have historically been underserved by high-speed internet. (Inseego, n.d.)

### **3.3.1 Banglalink FWA Router Service in collaboration with TP-LINK**



**Banglalink FWA Router**

In partnership with TPLINK

*Figure 7: Banglalink FWA Router in partnership with TP-LINK*

Banglalink, a prominent digital operator in Bangladesh, has formed a strategic alliance with Excel Technologies Limited, the authorized distributor of TP-Link within the nation, and has introduced the "Banglalink Wifi" FWA router service. Correspondent (2024). The primary objective of this partnership is to increase internet accessibility and improve the digital experience for users in the home and workplace. It represents a major development in digital connectivity in Bangladesh. Banglalink and TP-Link hope to reduce Bangladesh's digital gap by offering fixed wireless router services. This project is especially important in places where there may not be enough or difficulty implementing traditional wired internet infrastructure. The partnership combines the network skills of Banglalink with the networking device expertise of TP-Link. In an increasingly digital environment, having a more dependable and effective internet connection is essential for both personal and business usage. This synergy aims to give consumers just that. Such alliances are essential as Bangladesh continues its digital transformation path. The program helps the nation's larger digitalization efforts by expanding access to high-quality internet connectivity, which may have an influence on e-commerce, online learning, and digital services, among other sectors. Banglalink will potentially extend both its customer base and market share due to the growing demand for home and office internet solutions. By providing free access to well-known over the Top platforms, namely Toffee, Chorki, Hoichoi and Bongo, the company hints at the fact that they probably have something more to offer except for internet access. Customers are the ultimate beneficiaries of such service bundling that can become the major competitive advantage in the industry. The assumption, in this case, is that Banglalink ensures that its clients benefit from the state-of-the-art router technology by cooperating with TP-Link, which is a worldwide provider of Wi-Fi networking equipment. As a result, the quality of internet services will rise countrywide. The fact that this offer is available at all Banglalink care centers and TP-Link retail locations indicates that a strategic decision was made to make these services wide-spread. The



countrywide availability of routers and internet packages may substantially increase the internet penetration rate in rural and urban parts of Bangladesh. As such, it is an innovative solution to changing Bangladesh's digital needs that Excel Technologies (TP-Link) and Banglalink managed.

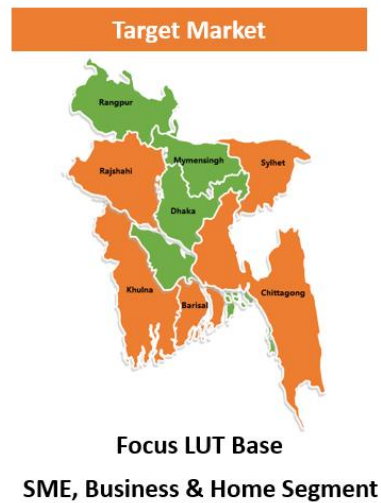
### **3.3.2 Target Market**

The target market for Banglalink's FWA Router campaign is strategically segmented both demographically and geographically to ensure maximum outreach and effectiveness.

#### **Demographic Profile:**

- **Age:** 18-50 years
- **Profession:** The campaign is designed to appeal to a broad range of professions including students, young professionals, field workers, and regional professionals.
- **Behavioral Aspects:** The target audience primarily consists of deal seekers who value cost-effectiveness, prefer mobility, and demand uninterrupted internet connectivity. They also desire access to information and content across multiple platforms.

## Geographic Focus:



*Figure 8: Geographic Focus (LUT BASE)*

The campaign targets key regions across Bangladesh, encompassing both urban centers and their surrounding rural areas. As we can see, the target market heavily focuses on LUT base which is low utilization towns. The strategy is designed to reach a diverse audience by focusing on regions that combine significant urban hubs with extensive rural communities:

- **High-Priority Areas:**

- **Dhaka and surrounding districts:** While Dhaka is a major urban center, the campaign will also reach the neighboring rural districts that rely on the capital for connectivity and resources.
- **Rajshahi and the broader Barind region:** Targeting both the city of Rajshahi and the adjacent rural areas, which are integral to the region's economic activities.

- **Mymensingh and northern rural areas:** Focusing on Mymensingh city and its surrounding rural communities, which are increasingly seeking reliable internet solutions.
- **Sylhet and rural upazilas:** The campaign extends to Sylhet city and the rural upazilas where connectivity is crucial for both residential and small business users.
- **Khulna and the southwestern region:** Targeting Khulna and its rural surroundings, which are vital for agriculture and small enterprises.
- **Barisal and the southern coastal areas:** Including the rural and coastal regions around Barisal, which are essential for connecting more remote communities.
- **Secondary Focus Areas:**
  - **Chittagong and its rural hinterlands:** While Chittagong is a key economic hub, the campaign will also engage with the surrounding rural areas that depend on the city's infrastructure.
  - **Rangpur and adjacent northern districts:** Targeting Rangpur and the rural northern districts, which represent an emerging market with growing demand for internet connectivity.

### **Market Segments:**

- The campaign targets three specific market segments:
  - **SME (Small and Medium Enterprises):** Business requiring dependable internet solutions for smooth operations, scaling.
  - **Business Segment:** From Medium to large enterprises with increased need for dependable, high-availability Internet bandwidth alongside secure and scalable connectivity of their network & services.

- **Home Segment:** Private households requiring high-speed internet for entertainment, education and remote working.

### 3.3.3 Product and Offerings



Figure 9: Product and Offerings By BL-Wifi Campaign

Banglalink FWA router service comes with versatile features and many bundle options that have been developed considering individual customer requirements. In addition to improved internet connectivity, this service offers extra-value-high-data-bundles with entertainment subscriptions.

## Key Features and Offers:



Figure 10: BL-Wifi Campaign promotion

## Internet Bundles:

- **Activation Bundle:** Subscribers get 2GB of data that is good for a week and can be used over 3 months from activation
- **Purchase Packs:**
  - **Unlimited Plan with FUP (Fair Usage Policy) 200 GB:** Suitable for customers who have a good data requirement barricaded by a strict range of usage limit
  - **Unlimited Plan with FUP 500 GB:** It is for the heavy users who use data massively and it will cost BDT 1699.

### **Additional Benefits:**

- **Free OTT Subscriptions:** Customers can get free access of popular OTT platforms like Toffee, Hoichoi, Chorki and Bongo to make their entertainment experience richer.
- **Free SIM for Monoband:** Also, customers can avail the free option of using a specialized free sim to be used with monoband which will guarantee them continuous usage.

### **Router Models Supported:**

- Banglalink customers can choose from four TP-Link router models—MR105, MR100, MR150, and MR6400. The models are FWA-capable and can offer flexible connectivity for individual requirements.

### **3.3.4 Pricing**

Banglalink has introduced FWA router service with unbelievable price combination which are BDT 4,150 and of some models-BDT 4,250 making it one of the most affordable as well flexible options to jump into its bouquet of value-added services. Banglalink is dedicated to offering an uninterrupted and enriched internet experience as it offers data plans for varied usage, free OTT subscriptions along with support on multiple router models.

### **3.4 Comparative analysis of Local ISP Providers and Banglalink's FWA Router service**

The comparative analysis between local ISP providers in Bangladesh and Banglalink's Fixed Wireless Access (FWA) router service, covering the key elements of Coverage, Affordability, Speed, Accessibility/Portability, and Customer Service/Service Quality are as follows:

- **Coverage & Infrastructure**

**Local ISP Providers:** Local ISPs are constrained in terms of their coverage. Most of these service providers only cover urban and semi-urban areas, and their infrastructure does not extend to the rural areas which cost them a relatively high cost of setting up physical cables and network equipment in areas with lower population. Their reliance on both fiber optics and copper cables further divides their internet service into varying qualities. Specifically, while urban populations benefit from better networks with more bandwidth, less densely populated rural areas suffer from under provision that previous technologies can cover.

**Banglalink's FWA Router:** Unlike the traditional Local ISP providers, Banglalink's FWA router service that relies on 4G LTE technology offers a broader range of coverage. That is, it covers urban and semi-urban areas, and potentially rural areas too, provided that 4G technology can range to such a distance. With the FWA service, Banglalink is addressing the major weakness of the traditional ISP providers by covering support in the rural areas and remote regions where they do not need a cable infrastructure, like the ISPs which rely on costly infrastructures and large cable installations like fiber-optic cables.

- **Affordability:**

**Local ISP Providers:** Affordability may be a concern for many users in Bangladesh. Traditional ISPs offer tiered pricing based on speed and data limits, with higher speeds and unlimited data costing more. While these options may be cheap for users in large urban areas, they may still be expensive for minority groups in rural areas. Furthermore, financial problems restrict the service path, with a few initial stuffs such as installation charges.

**Banglalink's FWA Router:** Banglalink's FWA service is affordable because it is priced to fit a wide cross-range of the expenditure spectrum, including the most disadvantaged people in the rural areas. Since the service does not require much infrastructure, the initial costs of mobility by unloosening the unknowns are affordable using simple methods for users in closed locations. Free OTT subscriptions are an included benefit of the data bundle, which also requires service nationwide. This is a significant benefit for the majority of the individuals in the rural as opposed to the region. Banglalink provides a greater and more efficient service with its FWA router and data plan because the prices are also competitive. Banglalink has several aspects to consider, including all the benefits and other material things.

- **Speed:**

**Local ISP Providers:** In cities, local ISPs can deliver high-speed internet access to rural communities. Nevertheless, until a few years ago, I had the ability to construct. In rural areas, the speed is pretty slow because of the use of old equipment and technology and the limited capacity that is available on a network. Performance varies significantly in terms of accentuating speed because cities tend to have more basic infrastructure and stable speed than rural areas, where the service is often intermittent. Another speed concern is that people tend



to share the same bandwidth or fill-in service points whose speeds are still low during peak hours.

**Banglalink's FWA Router:** The FWA service offers adequate speeds that can compete with some local ISPs in rural areas. This technology aims to provide high-speed internet to the customers without using massive hurdles of the cable network. Since the facility is wireless, it can offer stabilized speeds because wired facilities are vulnerable to minor issues that can cause massive disruptions. Though there is some external interference present among the externalities of the service facilities, the service does not experience frequent interruptions, which is common in rural service. The service is more likely to face issues like network congestion and natural adversities, which limit the signal strength of the products.

- **Potability and accessibility:**

**Local ISP Providers:** Rural and semi-urban areas are always affected by the accessibility of rural ISPs facilities. Though many people from these areas try to access ISPs facilities, they face major challenges in terms of adverse selection. This includes instances of high installation charges or lack of rural and semi-urban service. The poor population does not have the installation charges of purchasing wired hardware components. The wired hardware facilities are not portable, and consumers have to stick to a given place, which may be limiting for the provider. Local ISP providers are only accessed when the provider makes an effort to invest in the infrastructure of various areas.

**Banglalink's FWA Router:** Banglalink's FWA service has a higher degree of accessibility and portability. Because of its wireless structure, it is accessible in urban, semi-urban and even rural areas. Not only that, unlike traditional ISPs which are structured through cables, FWA

router service is easily portable meaning it can be relocated to various locations according to convenience.

- **Service quality and Customer service:**

**Local ISP Providers:** Service quality among local ISPs can be different. In metropolitan cities, local ISPs provide better services with good customer support. In rural zones, service quality lacks infrastructure, lower speed, and higher outage possibilities. Smaller ISPs do not have the infrastructure to provide good customer support, and hence response time has been increased where quick customer support cannot be provided in case of any technical issue or service downtime. Frequent maintenance, infrastructure issues, and power outages can lead to significant service downtime, which can be frustrating for users.

**Banglalink's FWA Router:** Banglalink's partnership with TP-Link ensures access to high-quality customer support, leveraging both Banglalink's local presence and TP-Link's global expertise. This dual support system offers quicker resolutions and a better overall user experience compared to many local ISPs, which may have limited customer service capabilities. Again, Banglalink has the super App "My BL" App which helps majorly in customer support and satisfaction. The BL WiFi router includes advanced features such as better security options, enhanced parental controls, and integration with smart home technologies, thanks to TP-Link's technology. These features are often lacking in the offerings of local ISPs. However, service quality can be affected by factors like network congestion or natural obstructions affecting signal strength.

### 3.5 Grameenphone GPFI

Grameenphone, one of Bangladesh's largest telecommunications providers and the key competitor of Banglalink was the first to launch an FWA service. Grameenphone's FWA service 'GPFI,' offers monthly internet plans that provide speeds up to 40 Mbps with monthly access to 7 OTT platforms including Bioscope, Chorki, Hoichoi, SonyLIV, iScreen, Lionsgate Play, and T-Sports for a price of BDT 5,399. Currently, GPFI routers only work with GPFI SIMs and users must have a minimum balance of BDT 1899 at the end of each month to continue using the service through an 'auto-renewal' system. In case, a user has an insufficient balance in their account, they can choose to recharge through the MyGP mobile app, Grameenphone Web, Grameenphone Center or any Grameenphone authorized retail and digital channel. Once recharged, and the minimum balance is added, the monthly internet plan will be automatically reactivated with a validity of 30 days. Under GPFI's 'Fair Usage Policy (FUP)', once users consume 500 GB of data, the speed will be restricted to 5 Mbps. Furthermore, the GPFI plans can only be utilized in specific service areas (Dhaka, Chattogram, Rajshahi, & Sylhet), outside of these areas, users must revert to regular data packs from Grameenphone.

#### **Comparative Analysis -**

1. **Cost & Affordability** - Grameenphone presently offers 3 different monthly plans for GPFI ranging from BDT 1000 to 1900 depending on the customer's selected speed (up to 25/30/40 Mbps). On the other hand, Banglalink WiFi offers 2 different monthly plans (up to 50 Mbps) ranging from BDT 999 to 1699 depending on the customer's preferred volume (200GB & 500GB). More importantly, the GPFI bundle starts at BDT 5,399, in contrast, the BL WiFi bundle starts at BDT 4,150. Though GPFI offers more flexibility in terms of monthly plans available to customers, However, BL WiFi provides customers with better speeds at substantially cheaper rates than GPFI.

2. **Speed** - GPFi provides a maximum speed of up to 40 Mbps based on the monthly plan selected by the customer, whereas, BL WiFi provides speeds up to 50 Mbps irrespective of the monthly plan chosen by the customer. Hence, Banglalink is providing the best speeds at every tier, providing customers with better performance and more value. Another area where Banglalink excels is in its FUP terms since the speed limitation after reaching the data volume capacity is 10 Mbps compared to GPFi's 5 Mbps.
3. **Coverage Area, Reliability & Stability** - Grameenphone and Banglalink are two of the largest telecommunication providers in Bangladesh with established user bases, hence, both have extensive network coverage all around the country. However, Grameenphone marginally performs better in terms of reliability and stability due to having the widest coverage. Nonetheless, Banglalink is actively mitigating its shortcomings with the latest network infrastructure and technology.
4. **Customer Support** - Customer service quality has become a pillar in providing any service to customers, and this is the area where GPFi excels the most. GPFi provides quality customer support with a dedicated relationship manager for the queries of customers. On the other hand, Banglalink is still developing its customer support system.
5. **Convenience (Portability & Ease of Use)** - Both GPFi and BL WiFi offer wide accessibility and superior convenience when compared to traditional ISPs with wireless internet access and broader coverage. However, there are key differences between the offerings of GPFi and BL WiFi. GPFi provides customers with uniquely sleek and portable routers that can be placed anywhere. Nevertheless, it comes at the cost of restrictiveness as GPFi routers cannot be used without GPFi SIMs. On the opposite end of the spectrum, BL WiFi offers a more traditional style of router from its partner TP-

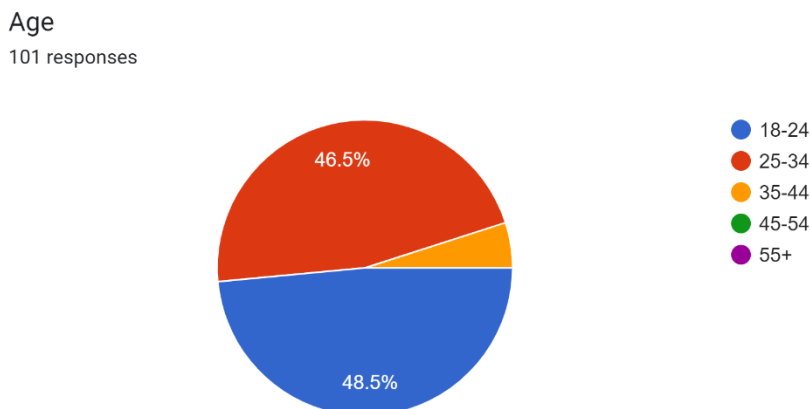
Link, however, BL WiFi provides freedom to its customers by allowing them to switch/use traditional ISP connections with its routers.

**Additional Features & Benefits** - GPFI at the highest tier provides monthly access to 7 OTT platforms (Bioscope, Chorki, Hoichoi, SonyLIV, iScreen, Lionsgate Play, and T-Sports), whereas, BL WiFi provides access to 4 OTT platforms (Bongo, Chorki, Hoichoi, and Toffee) irrespective of the tier selected. Currently, GPFI provides access to most platforms, however, that access is restricted to the very highest tier. BL WiFi, on the other hand, provides access to fewer platforms but it is also less restrictive and gives customers access to Toffee, which is one of the most widely used OTT platforms in all of Bangladesh.

### 3.6 Findings and Analysis

#### 3.6.1 Survey and Analysis

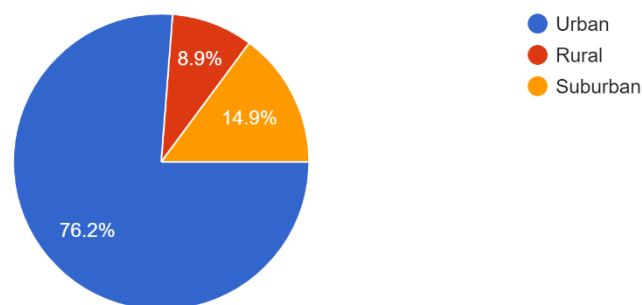
##### Demographics:



Based on the demographic data provided, the majority of participants (48.5%) are between the ages of 18 and 24, followed closely by those aged 25 to 34 (46.5%) and significant percentage represents the other age groups.

The demographic data collected through the survey—age, location, and occupation—plays a crucial role in addressing the project objectives. This questionnaire and data align with all the objectives. The data can indicate which age groups might benefit most from the internet connectivity and it can be used for focusing on internet penetration in underserved areas which is objective 1. Again, for objective 2, this data helps to evaluate how the Banglalink FWA service might offer more advantages over the traditional internet providers if the younger demographics shows dissatisfaction with the existing services. Lastly, understanding the age preferences helps analyzing which demographics will favor the router over other kinds of internet services in aspect of performance and affordability which helps in objective 3.

Location  
101 responses

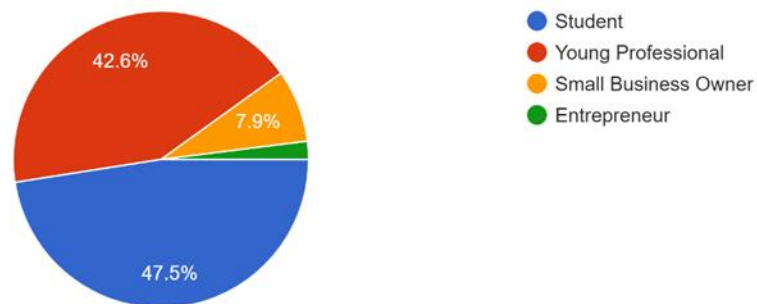


In terms of location, it is seen that the majority of participants (76.2%) live in urban areas which suggests a big concentration in cities or metropolitan areas. Again, there's a small percentage of respondents (14.9%) who live in the sub-urban and 8.9% are from the rural areas. The data shows to be a urban dominated sample.

The location data is extremely important as it highlights the importance of extending internet access to regions that are underserved directly aligning with objective 1 about bridging the

digital divide with Banglalink’s FWA service. For Objective 2, this data will help expand the reach and the competitive advantages of BL-Wifi specially in underserved areas where ISP may struggle to reach. It aids in objective 3 as well in comparing the market penetration and effectiveness of Banglalink wifi and GPFI in different areas.

Occupation  
101 responses



The survey respondents are primarily students (47.5%), Young professionals (42.6%), SME’s (7.9%) and a smaller percentage of entrepreneurs.

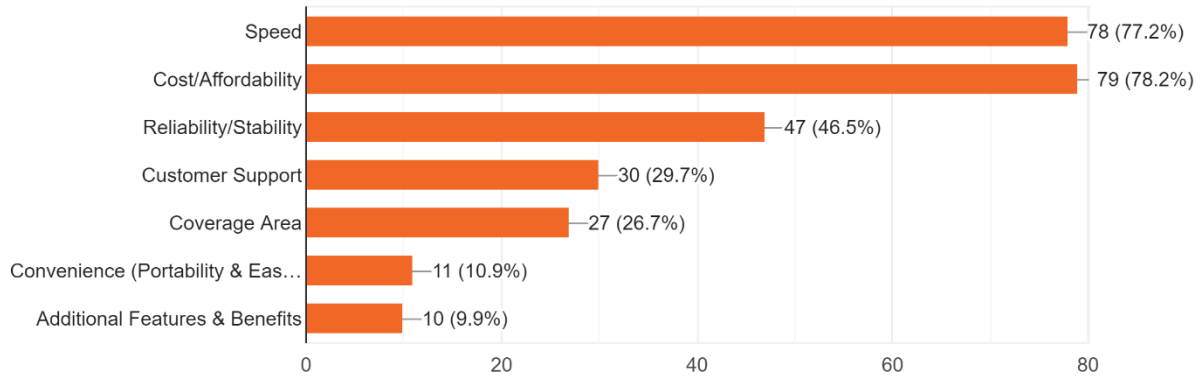
The occupation data can provide insight on how the Banglalink’s FWA service can support on the education and remote work depending on the occupation of the respondents. Therefore, it aligns with Objective 1 on the social and economic benefits from the FWA service, while objective 2 and 3 can assess this data to analyze customer satisfaction and performance across different key user groups.

The demographic data collected through the survey plays a crucial role in addressing the project objectives.

## Internet Usage & Satisfaction Analysis

What features do you value most when selecting an ISP (Internet Service Provider)?

101 responses



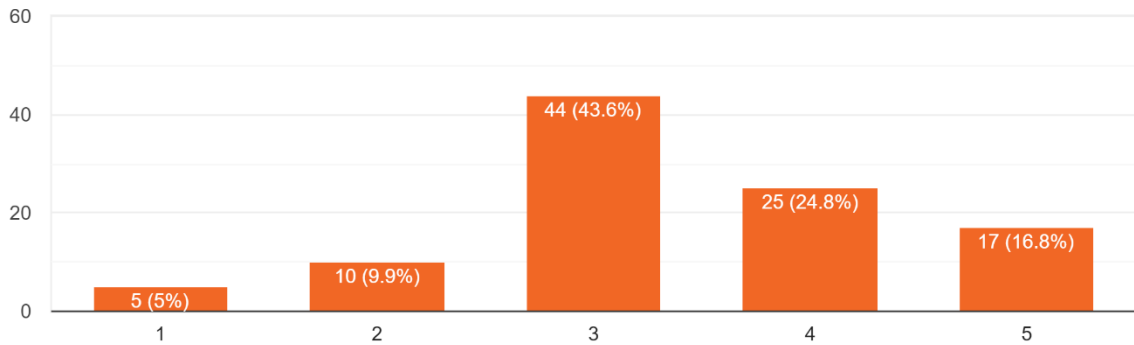
The key findings from this data response show that speed (77.2%), Affordability (78.2%) and reliability (46.5%) are the most wanted features when choosing an ISP.

This result directly supports Objective 1 and 2 by identifying speed, affordability and reliability as the key features that users prioritize which helps demonstrate how The Banglalink FWA service might outperform the traditional ISP in the underserved areas by providing those features better. Moreover, for objective 3, this data response can help guide the comparison between BL wifi and GPFI by demonstrating which router meets user expectations in terms of this aspects the best.



How extensive do you think is the coverage area provided by your current ISP? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

101 responses

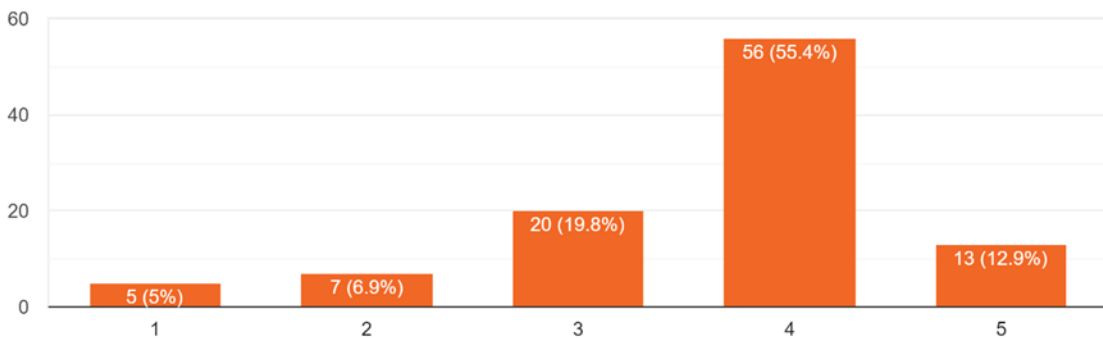


Regarding coverage area, a notable portion (44.6%) rated their current ISP's coverage as average, suggesting moderate satisfaction with the geographical reach of their service. However, a smaller percentage (16.8%) expressed dissatisfaction with coverage, indicating room for improvement in certain regions.

The coverage area responses help address Objective 1, showing current ISP limitations in underserved regions, which Banglalink's FWA router could improve. For Objective 2, this data underscores the potential competitive advantage of Banglalink if it offers better coverage

How much would you rate the internet speed, reliability and stability of your current ISP? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

101 responses

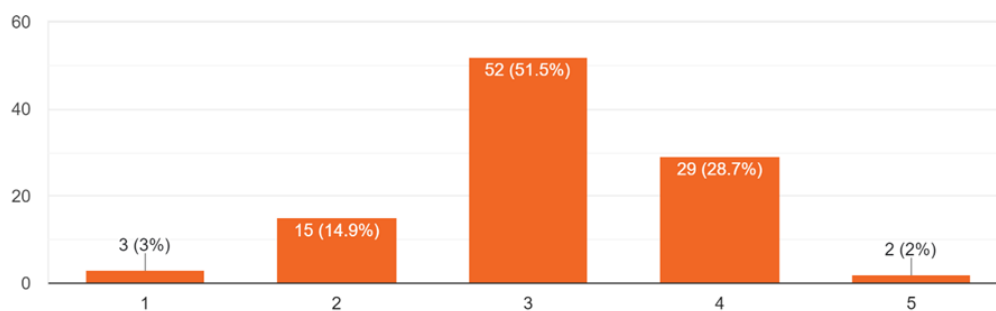


In terms of internet speed, reliability, and stability, the majority of respondents (55.4%) rated their current ISP's performance good.

The ratings for speed, reliability, and stability contribute to Objective 2, by showing how Banglalink's FWA router could surpass current ISPs in performance. For Objective 1, these responses help gauge current satisfaction levels and identify areas of improvement in underserved regions. Additionally, they support Objective 3 by allowing a direct comparison with Grameenphone's GPFI router on these key features.

How much would you rate the affordability and overall cost (setup costs & monthly package) of your current ISP? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

101 responses

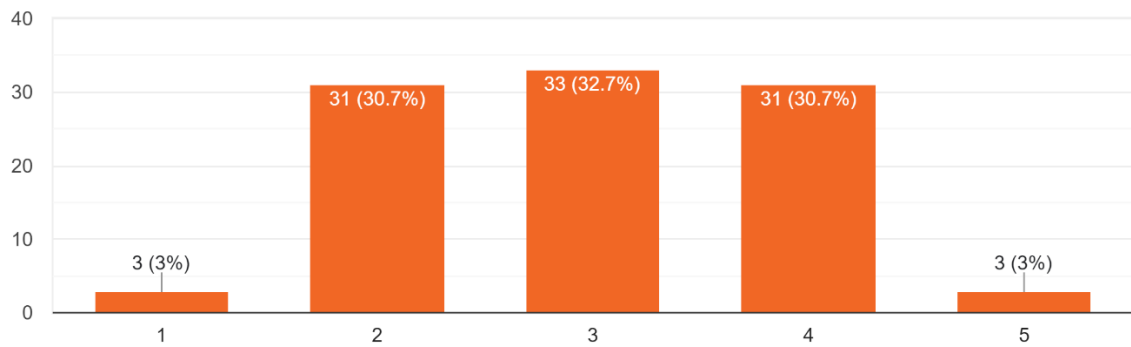


Regarding affordability and overall costs, a significant portion (51.5%) rated their ISP average and a smaller percentage (15.4%) expressed dissatisfaction with costs, suggesting that pricing remains a concern for some users.

The responses on affordability directly address Objective 2, helping evaluate how Banglalink's FWA router can offer better pricing compared to traditional ISPs. For Objective 1, the dissatisfaction with costs highlights the importance of offering affordable internet in underserved areas. This data also supports Objective 3, by providing a point of comparison

with Grameenphone's GPFI with Banglalink's FWA service in terms of pricing and cost-effectiveness.

How much would you rate the convenience of your current ISP particularly in terms of portability and ease of relocation & setup? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent  
101 responses

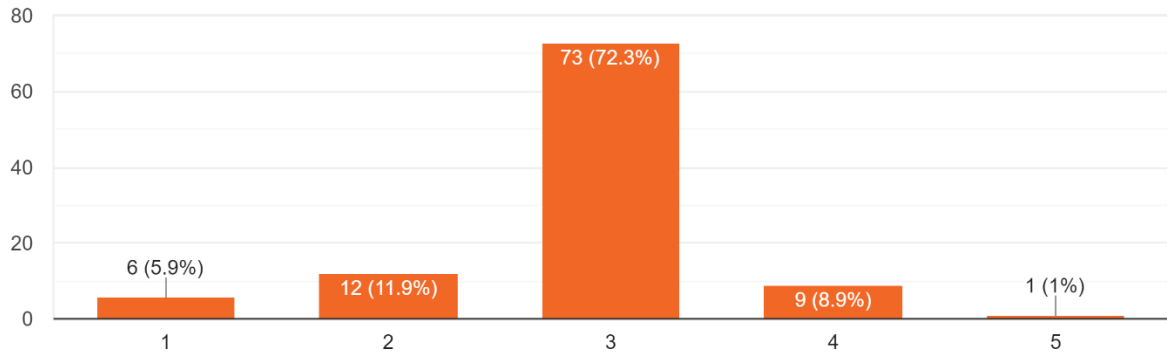


From the data response, it is seen that 32.7% respondents have rated the convenience of their ISP providers average in terms of portability and easy setup which indicates a potential area for improvement in terms of flexibility and user- friendliness. Again, 30.7% respondents have given their ISP providers a rating of 4 in terms of accessibility and portability.

This data is relevant to objective 2 which will help show areas where Banglalink's FWA services might outperform the traditional ISP in terms of convenience. It also highlights the needs for easy installation of internet services in underserved areas. For objective 3, this data helps compare the flexibility of Banglalink's FWA services with GPFI.

How much would you rate the customer support and user experience of your current ISP? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

101 responses

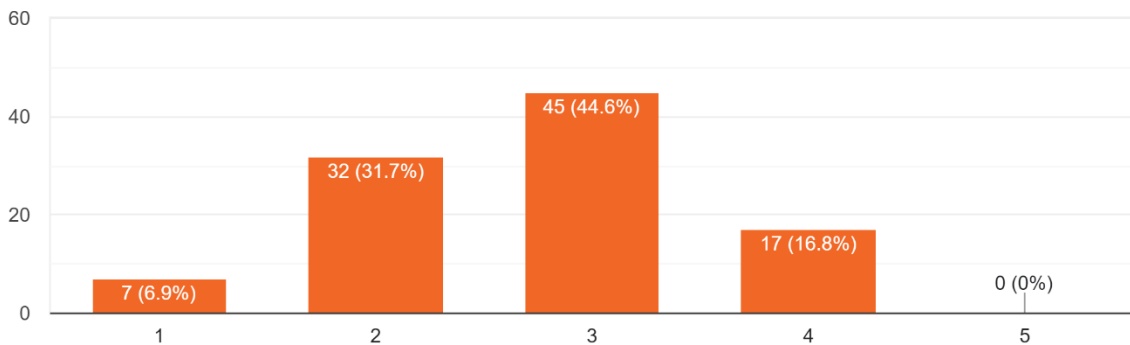


The response show that the significant majority of respondents (72.3%) have rated the customer support and user experience of ISP providers average expressing moderate satisfaction.

This data relates to Objective 2, helping analyzing how Banglalink's FWA service might offer better support than traditional ISP. Again, this data is also relevant to Objective 3 when comparing with GPFi including potential areas for improvement. Moderate satisfaction from the respondents suggests room for ISP to improve on customer support and user experience.

How much would you rate the additional benefits and features (Streaming Services; Loyalty Programs; IP Call Services etc.) provided by your c...y Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

101 responses

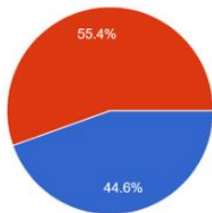


The data response shows that the additional benefits and features offered by ISPs were rated average by 44.6% of respondents and poor by 16.8% of respondents.

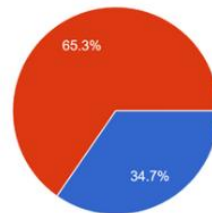
This survey question is relevant to objective 2 because it will help evaluate how additional benefits and features influence ISP competitiveness. It also highlights the areas where Banglalink's FWA router could gain a competitive edge over the traditional ISP.

### Evaluation of FWA Services (GPF)

Are you aware of Grameenphone's 'GPF' WiFi Service?  
101 responses



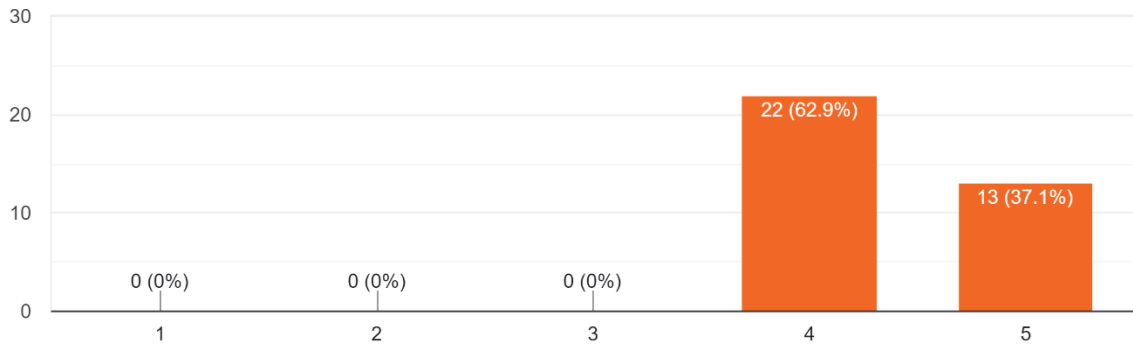
Do you use/have you used Grameenphone's GPF Broadband Service?  
101 responses



The survey response shows that 55.4% of respondents are aware of Grameenphone GPF service and 44.6% are not. Among the respondents who are aware 65.3% have used or are currently using the GPF broadband service which indicates a moderate level of usage.

This survey question is relevant with objective 3 because understanding the respondent's awareness and usage levels of GPF's service will help compare Banglalink router service with GPF and it will reveal the competitive position and market reach. This data will give insights into GPF's impact and also Banglalink's relative advantages.

How much would you rate the coverage area provided by GPFI? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent  
35 responses

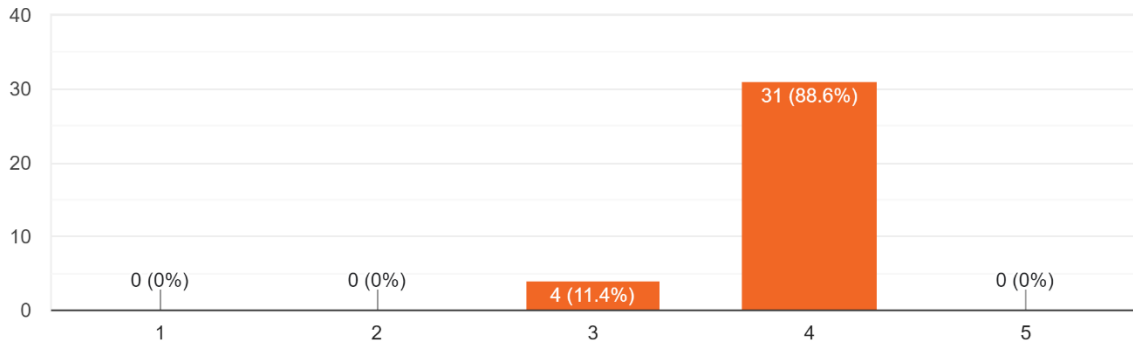


In terms of coverage area, the respondents have rated GPFI positively with 62.9% and 37.1% giving it a rating of 4 and 5 which is good and excellent respectively which means that GPFI coverage is generally well received by users.

The question is relevant to objective 3 because it will evaluate the perceived coverage area of GPFI which is crucial for comparing it with Banglalink's FWA router service. It also helps identify the strength and weakness in GPFI geographically revealing the competitive advantage of Banglalink service over GPFI.

How much would you rate the internet speed, reliability and stability of GPFI? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

35 responses

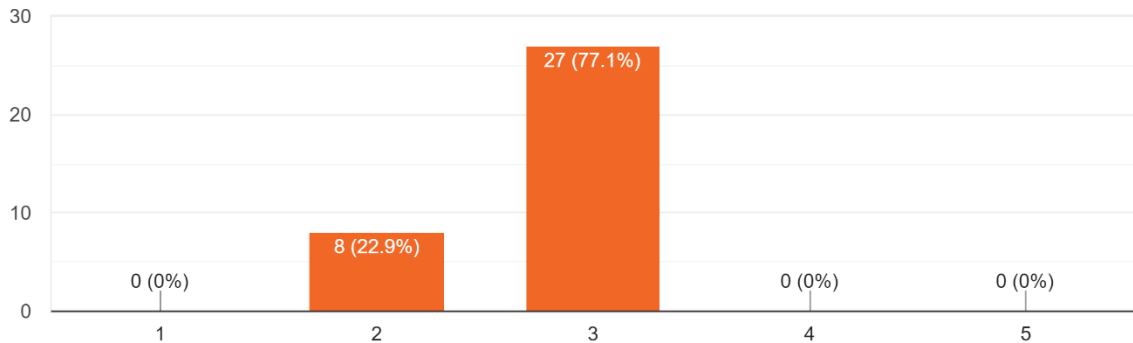


In terms of internet speed, reliability and stability, the GPFI service received high ratings with 88.6% of respondents giving it a rating of 4 and this means that the performance of GPFI in this aspect is good and the users are satisfied.

This question directly relates to Objective 3 which will help assess the comparative analysis of GPFI with Banglalink's FWA service and comparing the ratings will highlight the areas where Banglalink's FWA service might outperform GPFI.

How much would you rate the affordability and overall cost (setup costs & monthly package) of GPFi? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

35 responses



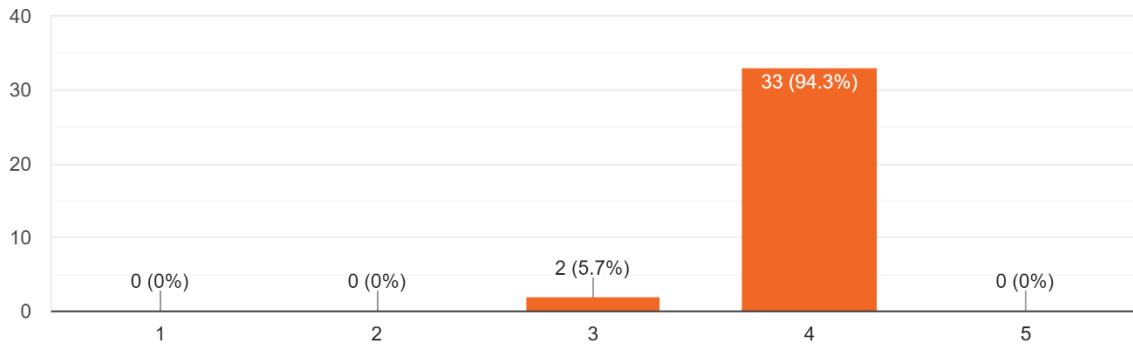
The data response shows that the affordability and overall cost of GPFi were rated average by most (77.1%) respondents through a rating of 3. Again, 22.9% rated it 2 which is poor in terms of affordability and overall cost. This might indicate that the users find the service to be a bit pricey.

This data will support demonstrating how Banglalink's pricing offers better value or matches market expectations. This question addresses Objective 3 because it will help evaluate the affordability and overall cost of GPFi and it is extremely crucial for the comparative analysis of GPFi with Banglalink's router service. Understanding the cost affordability will help determine Banglalink's competitive advantage in terms of pricing.



How much would you rate the convenience of GPFI particularly in terms of portability and ease of relocation & setup? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

35 responses

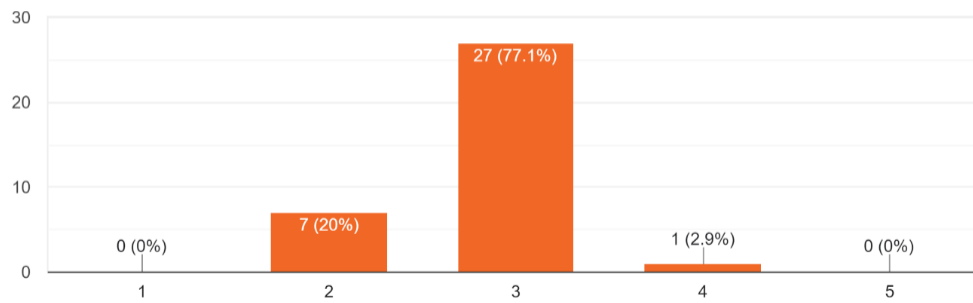


From the data response, it is seen that 94.3% of respondents have found the service to be convenient and easy.

This question addresses Objective 3 because it will help evaluate the portability of GPFI and it is extremely crucial for the comparative analysis of GPFI with Banglalink's router service. Understanding the ratings of aspects of convenience, will help determine Banglalink's competitive advantage in terms of portability and ease of relocation and setup.

How much would you rate the customer support and user experience of GPFi? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

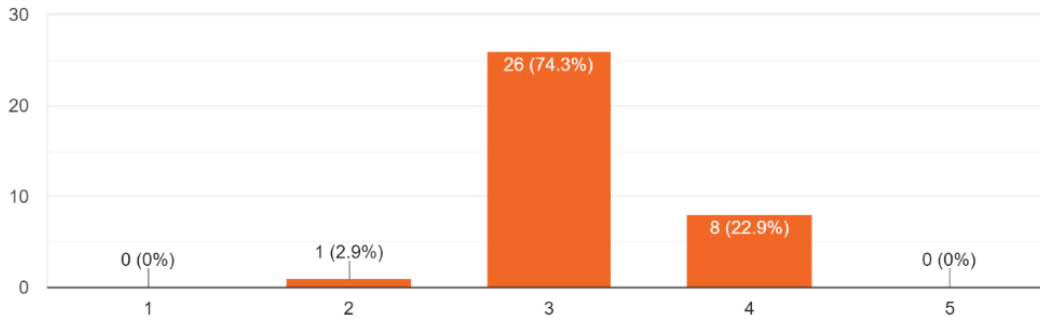
35 responses



The Customer support and user experience of GPFi has received mixed ratings. 77.1 percent of the respondents have rated it average by giving it a 3 and 20 percent have rated it poor by giving it a 2 which suggests that there is room for improvement.

This question is relevant to Objective 3 as it will help assess GPFi's customer support and user experience for evaluating overall service quality. It is extremely crucial for the comparative analysis of GPFi with Banglalink's router service. Understanding the ratings of aspects of customer support and user experience, it will help determine if there is Banglalink's competitive advantage in terms of customer support and user experience. It will also help in fulfilling objective 1 and show the Potential Impact of Banglalink's FWA Router on Internet Penetration in Underserved Areas when compared to GPFi.

How much would you rate the additional benefits and features (Streaming Services; Loyalty Programs; IP Call Services etc.) provided by GPFI?...y Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent  
35 responses



The response shows that the additional benefits and services of GPFI are rated averagely with 74.3% of respondents giving it a rating of 3 and 22.9% giving it a rating of 4.

This question is relevant to Objective 3 as it will help assess GPFI's additional benefits and features for evaluating overall service quality. It is extremely crucial for the comparative analysis of GPFI with Banglalink's router service. Understanding the ratings of aspects of additional benefits and features, it will help determine if there is Banglalink's competitive advantage in terms of additional benefits and features. It will also help in fulfilling objecting 1 and show the Potential Impact of Banglalink's FWA Router on Internet Penetration in Underserved Areas when compared to GPFI in aspects of additional benefits and features

## Evaluation of FWA Services (Banglalink Wifi)

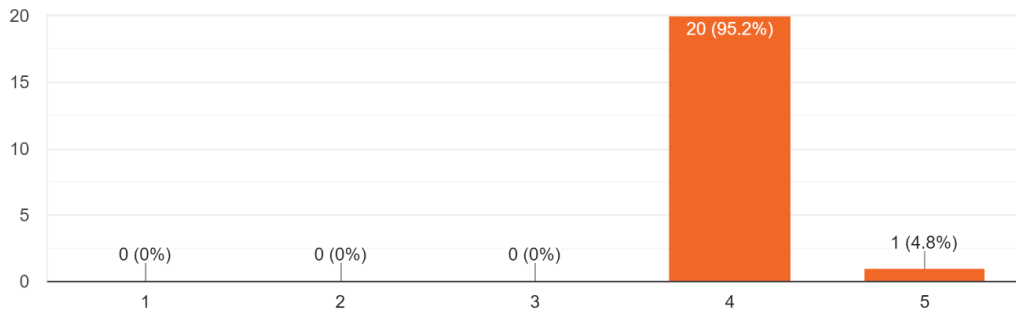


Based on the survey data, a significant portion of respondents (66.3%) are aware of Banglalink's BL WiFi service, while 33.7% are not. Among those who are aware, 79.2% have used or are currently using the service, indicating a high level of usage.

This survey question aligns with Objective 1: Evaluate the Potential Impact of Banglalink's FWA Router on Internet Penetration in Underserved Areas. By measuring awareness and usage of BL WiFi, the initial market penetration and identify potential barriers to adoption can be assessed.

How much would you rate the coverage area provided by BL WiFi? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

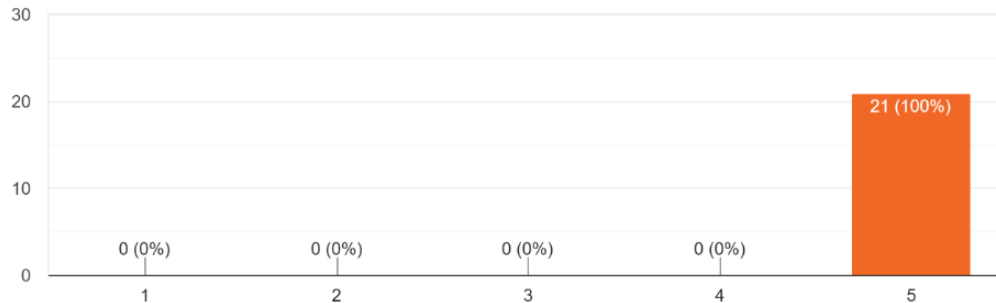
21 responses



In terms of coverage area, 95.2% respondents have rated it 4 which is impressively good and suggests that the users are well satisfied by the coverage.

The survey question is relevant to three of the objectives, since it will provide insights on the potential of BL WIFI to bridge the digital divide through its features and also help assess the comparative analysis of BL Wifi with ISP and GPFi and highlight the competitive advantage of it over the internet service providers.

How much would you rate the internet speed, reliability and stability of BL WiFi? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent  
21 responses

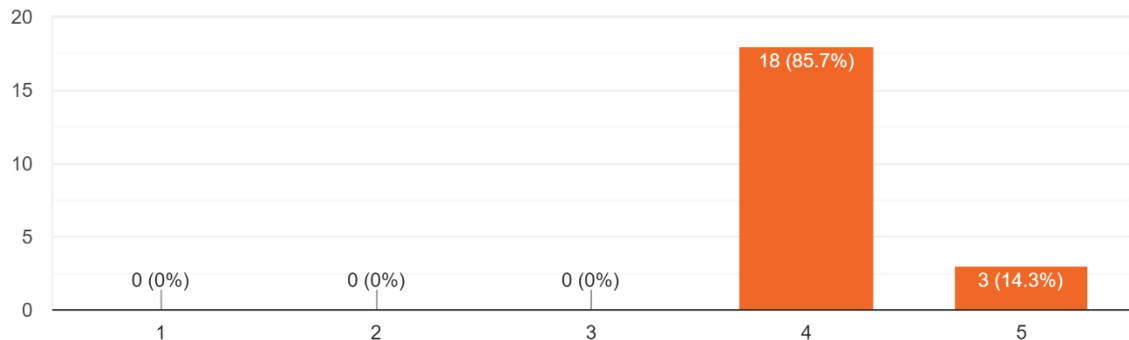


In terms of internet speed, reliability and stability, the service has received a full rating of 5 which indicates that the customers are truly impressed with this service in this aspect.

The survey question is relevant to all the objectives of this research, since it aims to understand the potential of Banglalink's FWA service in terms of speed, reliability and stability and also assess the comparative analysis of Banglalink FWA service with ISP and GPFI and analyze the competitive advantages of Banglalink Wi-Fi over those services. By gathering this response, it will provide insights on the overall quality of BL WIFI.

How much would you rate the affordability and overall cost (setup costs & monthly package) of BL WiFi? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

21 responses

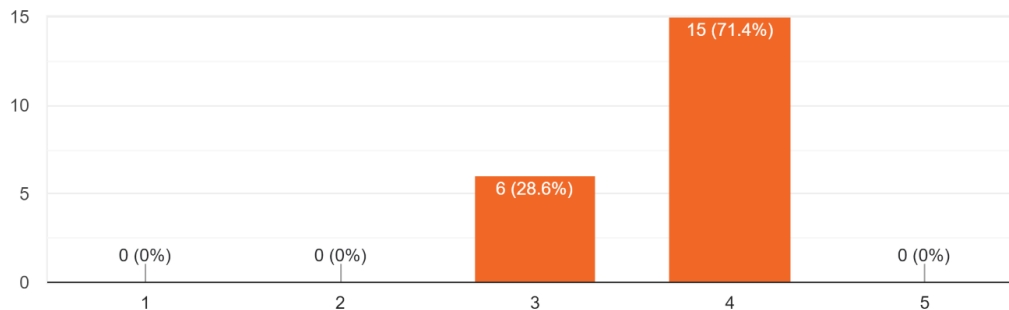


In terms of affordability and overall cost, the service has received a good rating of 5 by 85.7% respondents which indicates that the customers are truly impressed with this service in this aspect.

The survey question is relevant to all the objectives of this research, since it aims to understand the potential of Banglalink's FWA service in terms of affordability and overall cost and also assess the comparative analysis of Banglalink FWA service with ISP and GPFi and analyze the competitive advantages of Banglalink Wi-Fi over those services. By gathering this response, it will provide insights on the overall quality of BL WiFi.

How much would you rate the convenience of BL WiFi particularly in terms of portability and ease of relocation & setup? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

21 responses



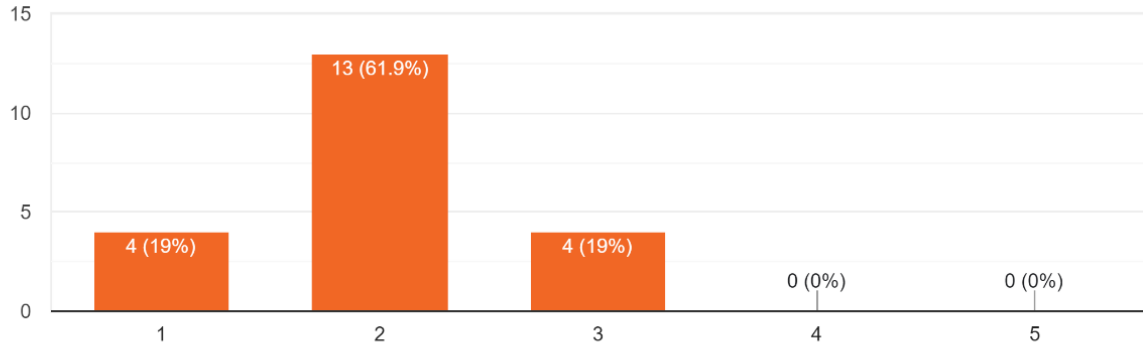
In terms of portability and ease of setup, the service has received a good rating of 4 by 71.4% respondents and a rating of 3 by 28.6% which indicates that the customers are truly impressed with this service in this aspect.

The survey question is relevant to all the objectives of this research, since it aims to understand the potential of Banglalink's FWA service in terms of portability and ease of setup and also assess the comparative analysis of Banglalink FWA service with ISP and GPFI and analyze the competitive advantages of Banglalink Wi-Fi over those services. By gathering this response, it will provide insights on the overall quality of BL WIFI and the potential to penetrate the underserved areas to provide access to internet service.



How much would you rate the customer support and user experience of BL WiFi? 1 – Very Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent

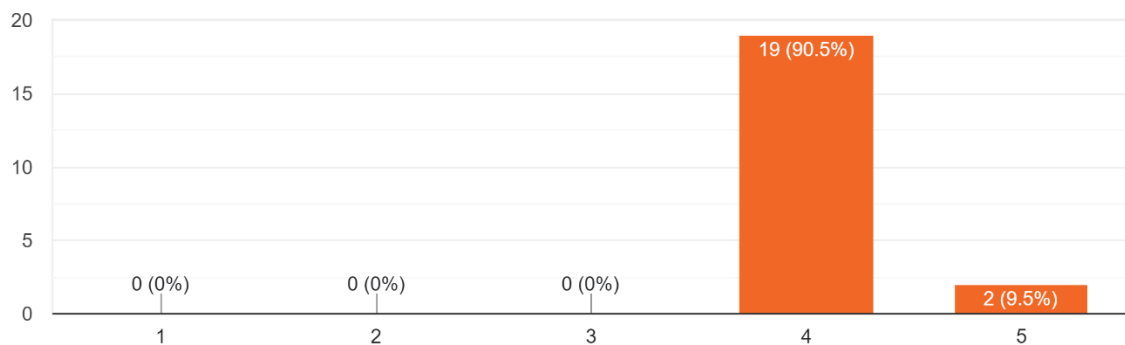
21 responses



In terms of customer service and user experience, the service has received moderately bad reviews with a rating of 2 by 61.9% respondents and a rating of 2 by 19% and again a rating of 1 by another 19% of the respondents.

The survey question is relevant to all the objectives of this research. The overall quality of the BL-Wifi can be assessed through the ratings of customer satisfaction and user experience and this data is necessary for the comparative analysis of BL WIFI with ISP and GPFI.

How much would you rate the additional benefits and features (Streaming Services; Loyalty Programs; IP Call Services etc.) provided by BL Wi...y Poor 2 – Poor 3 – Average 4 – Good 5 – Excellent  
21 responses

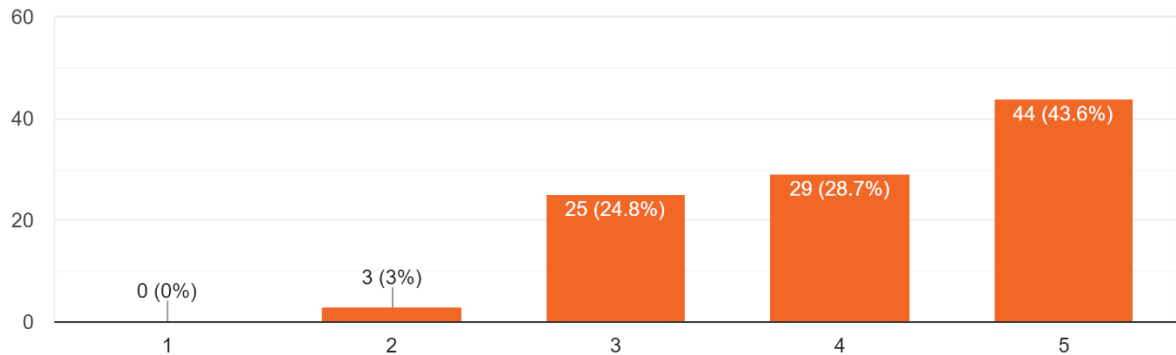


In terms of additional benefits and features, the service has received a good rating of 4 by 90.5% respondents and a rating of 5 by 9.5% which indicates that the customers are truly impressed with this service in this aspect.

The survey question is relevant to all the objectives of this research, since it aims to understand the potential of Banglalink's FWA service in terms of additional benefits and features and also assess the comparative analysis of Banglalink FWA service with ISP and GPFI and analyze the competitive advantages of Banglalink Wi-Fi over those services. By gathering this response, it will provide insights on the overall quality of BL WIFI and the potential to penetrate the underserved areas to provide access to internet service. This data can help identify the unique selling points and improve product offerings of Banglalink to maintain a competitive advantage.

If BL-WiFi is able to overcome all the shortcomings of your ISP, how likely are you to switch to this service?

101 responses

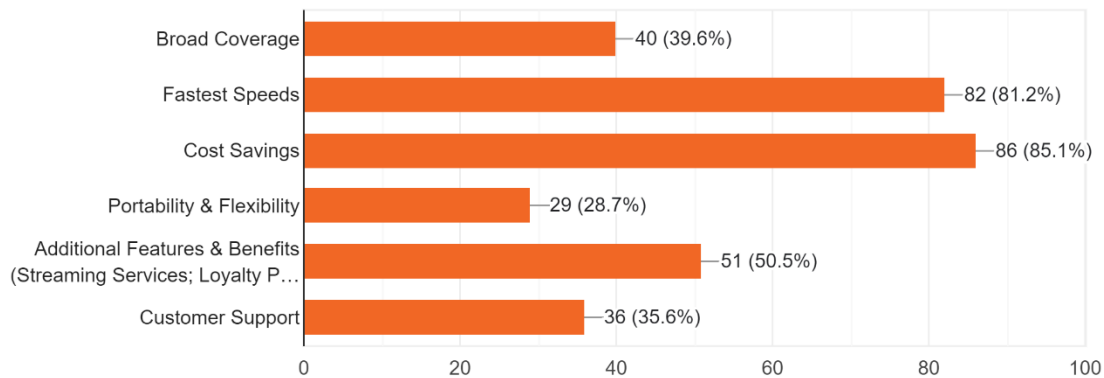


In terms of switching to Banglalink in case it overcomes all the shortcomings of ISP, the service has received a good rating of 5 by 43.6% respondents, a rating of 4 by 28.7%, a rating of 3 by 24.8% which indicates that the customers are truly impressed with this service in this aspect.

The survey question is relevant to all the objectives of this research, since it aims to understand the potential of Banglalink's FWA service and also assess the comparative analysis of Banglalink FWA service with ISP and analyze the competitive advantages of Banglalink Wi-Fi over those services. By gathering this response, it will provide insights on the overall quality of BL WIFI and the potential to penetrate the underserved areas to provide access to internet service. This data can help identify the unique selling points and improve product offerings of Banglalink to maintain a competitive advantage.

Which of the following attributes/features of BL-WiFi is most likely to make you switch to the service?

101 responses



The response shows that the most important factors which are going to influence the respondent's decision to switch to Banglalink Wi-Fi are cost savings and fastest speed. It is to be noted that a significant portion of respondents also value additional features and benefits and customer support.

This survey question aligns with both objective 1 and objective 2. By identifying the most important factors which is going to influence the customer decisions, the study is going to access how BL Wi-Fi's unique attributes position itself against competitors and also highlights the potential impact on the Internet penetration in underserved areas.

### 3.6.2 Interpretation of Findings

There's a significant impact of the FWA service on the internet penetration in the underserved areas of Bangladesh. According to the data revealed by the survey, majority of the respondents have rated the coverage of BL wifi as good or excellent which is a clear indication that this service is reaching places where the traditional ISP are failing to reach and provide good service and coverage. FWA technology purely relies on the mobile network infrastructure and this does

not have any need for the costly cable installations like ISP. This gives access for greater reach, Accessibility and portability in the rural communities where because of the dependence of the cable infrastructure there is lesser opportunities for the internet access which eventually leads to the hindrance of educational opportunities, healthcare, economic development and also social progress. This service can unlock the economic and social potential of the country along with eradicating the lack of digital services in the country which also aligns with Banglalink's Objective of digital inclusion.

According to the analysis, Banglalink's FWA router is superior in terms of distinct competitive advantages in comparison with traditional ISP providers. The initial source demonstrates that the survey data indicates reasonable price in accordance with respondents' opinion. Such a position allows Banglalink to compete with providers and satisfy customers' needs more effectively. Moreover, the based on the wireless technology, FWA is considered to be more accessible in its application and implementation because it can be delivered and used in any location. Regarding the data in the report, the rural or remote areas are connected with special difficulties in their structure. Simultaneously, the quality of BL WiFi's speed is rated as excellent, which corresponds to Banglalink's marketing campaign since it uses 4G LTE technology. Thus, the combination of these factors can help BL WiFi to take over the market share of traditional ISPs, especially in disadvantaged regions.

The comparative analysis of Banglalink's BL WiFi router and Grameenphone's GPFI reveals that, in both cases, the first variant is faster and more affordable. The source demonstrates that the survey data seems to be consistent in its results, and in all cases, Banglalink is given high ratings in such aspects as coverage, speed, and affordability. This led to the conclusion that Banglalink appears to involve a more extensive target audience and, probably, rural residents implementing a more optimal pricing strategy. Hence, the primary application flows from the similar coverage and implementation of the FWA by the two companies, and it seems that the

accessibility focus and affordability is crucial for Banglalink's superiority. Still, regarding the customer support, Banglalink requires additional improvements to implement the changes basing on the comparison.

Besides the specific findings through the survey related to the FWA service, The survey also led to some general insights about the Bangladeshi internet market and also the user preferences:

- **Speed and Reliability are crucial:** It is to be noted that, internet speed and reliability was the most valued features voted by the respondents when choosing any internet service provider. This also proves the growing demand of seamless internet experience.
- **Affordability Remains a Major Concern:** However, the overall data indicated that cost remains a very important consideration for many internet users especially in the underserved areas. This highlights the need for internet service providers to offer more affordable data packages and service to different target group of customers.
- **Coverage Gaps still Persist:** From the survey, it was revealed that the respondents were moderately satisfied with their current ISP coverage but there were also a significant portion of respondents who expressed dissatisfaction with the coverage of their ISP. This highlights the ongoing challenge of the lack of internet access across the entire country and also focuses on the fact that there is a major potential of services like FWA that can expand their reach to underserved communities.
- **Customer Service Needs Improvement:** According to the survey, the users were moderately satisfied with customer support. However, there was a clear need for improvement. This highlights the importance of responsiveness and communication channels through customer support that meet user expectations

- **Value-added Services are Increasingly Important:** Through the response, it could be known that users are looking for additional benefits and features from their ISP; such as streaming services and loyalty programs. This suggests that ISPs also need to consider incorporating the features into their offerings to attract and retain customers while it also focuses on the fact that FWA services already have these kinds of services to meet the evolving need of the users.

Therefore, these findings provide valuable context for understanding the Bangladeshi internet market and the opportunities and challenges faced by ISP as they strive to meet the evolving needs and expectations of the customers are also highlighted. The findings also highlight the potential of Banglalink Wi-Fi to meet the evolving needs of the customers and overcome all the challenges faced by ISP.

The findings from the survey responses proves to be very strong evidence supporting all the three objectives of this paper. Firstly, the data responses highlight the significant impact of the FWA router service in the underserved areas. It is proved that by leveraging on the mobile network infrastructure, Banglalink's FWA service is allowing for greater reach, accessibility, Portability especially in the rural areas where traditional ISP's struggle to provide service. Secondly, the competitive advantages of Banglalink's FWA services over the traditional ISP's are also highlighted in terms of pricing, easy installation and network performance. Not only that, the comparative analysis between GPFY and Banglalink Wifi also proves that Banglalink WIFI is outperforming GPFY in terms of speed and affordability. Therefore, the findings suggest that Banglalink's FWA strategy is effectively addressing the challenges of internet penetration, offering a compelling value proposition to consumers, and gaining a competitive edge in the market.

### **3.7 Implications**

The digital divide currently existing in our country is a representation of the global disparity which basically exists in the semi-urban and remote areas. There are hundreds of communities in the underserved areas like the rural and remote areas which are left behind because of their dependence on the traditional ISP services which are extremely expensive and also relies on a cable infrastructure which also limits the accessibility and portability of the service. Despite these challenges, the FWA service of Banglalink proves itself to be more convenient more people in terms of speed, Accessibility, portability and coverage and it is also a promising service to fulfill the gaps in the digitally deprived communities of our country

But again, the data from the survey also shows that the FWA service of Banglalink is opening doors in aspect of access of the underserved areas to the internet services which are currently reliant on the poorly served traditional ISP. The data from the Responses show that Most respondents have rated the coverage of FWA service of Banglalink as good or excellent which implies the fact that it has the potential to reach the underserved communities and unlock the potential of the people through the internet access. This service could pave the way for the digitally deprived people of the underserved communities across different industries and also bring in positive changes and advancements in the healthcare, education and economic sectors.

The FWA service of Banglalink can transform knowledge access and learning opportunities. Before FWA, students in remote areas had limited opportunities due to inadequate and outdated textbooks. Additionally, they had no access to internet facilities and few teachers who often were not qualified. However, with FWA, one can access different learning opportunities such as educational platforms, online classrooms, etc. Think about the student in a remote village who can now undertake online courses from the globe's top universities, acquire new skills, and become a better person. This creates a level playing ground in education and is crucial to



enhancing the educational levels among students. It also empowers students and creates access to skills and knowledge. Thus, it results in a knowledgeable and better skilled workforce. FWA stands to have numerous benefits in healthcare. As such, it can improve access to medical needs in a significant way. The reality of accessing telemedicine services, whereby a patient from kilometers away consults with a medic online, breaks geographical boundaries. Imagine the mother from miles away can consult a specialist from the city concerning the child's health status without having to travel, giving us a clear view of telemedicine. This leads to positive health outcomes as this was a place that medical folk never thought of.

The economic implications of FWA are equally deep. Small businesses in rural areas, with limited reach of traditional banking services or digital marketplaces can now be a part of the digital economy. It can be a farmer who was earlier situated in some village and now found himself selling his crops by providing online way to connect with all customers around the country or might have slowly access greater market for its goods. Being able to use e-commerce platforms, connect with financial institutions and access online business resources can significantly strengthen local economies, drive entrepreneurial expansion and new job opportunities.

The FWA router approach taken by Banglalink is a key enabler of their digital divide strategy, and shows the way forward to an inclusive Bangladesh. As a company that believes in creating opportunities through enabling Connectivity, Banglalink is dynamically contributing to the inclusive growth by extending internet access to unserved areas where people are sidelined due to unavailability of traditional telecom services and unleashing the power of technology for Education, Health & Livelihood.

### **3.8 Conclusion**

The survey responses have successfully helped in fulfilling the research objectives. The FWA service of Banglalink in collaboration with TP-Link has the potential to significantly impact the internet penetration in underserved areas as we can see from the responses from the survey questionnaire. The FWA service of Banglalink has the potential to overcome most challenges faced by the other telecom providers and ISP providers in the underserved areas. There are a lot of competitive advantages like affordability, accessibility, portability, speed and these can potentially help overcome the challenges faced by ISP. Moreover, we can see respondents acknowledging to the competitive advantages of Banglalink Wifi through the survey questionnaire. Not only that, the comparative analysis between Grameenphone GPFY and BL wifi shows that Banglalink wifi outperforms the competitor in some areas like speed and affordability and this way, it is capturing the market share and also addressing to the evolving needs of the underserved communities. Overall, we can say that, Banglalink's FWA service is the key in bridging the digital divide which will unlock the social and economic aspects of the country and also the digital inclusion in Bangladesh.

To conclude, Banglalink FWA service is leveraging the existing mobile network infrastructure and expanding the internet access in the underserved areas where the benefits of traditional ISP are less. Again, it becomes a compelling option for consumers who are looking for an affordable option. This FWA service of Banglalink has broader implications in bridging the digital divide in the country by enhancing education, healthcare and also the economic development in the underserved areas. While there are still improvements that Banglalink FWA service can focus on such as in the sector of customer service, Banglalink is still well positioned to drive the digital growth of the country and also unlock the opportunities in the underserved areas.

### 3.9 Recommendations

The campaign of Banglalink FWA router in collaboration with TP-Link is extremely crucial in fulfilling the digital divide of the country. The recommendations to maximize the impact and the potential of Banglalink FWA service in bridging the digital gap in the underserved areas are as follows:

- **Enhance Customer Support and User Experience:** We can see from the results of the survey that in the field of customer support and experience Grameenphone is paving the way. Even though, this is a very recent launch, Banglalink to be quick in taking the necessary actions. The first action would be to establish more specialized customer service channels specifically for FWA users. They can provide 24/7 online chat support through the website or mobile app for immediate resolution of queries.
- **Expand Coverage and Network capacity:** Even though Banglalink has a vast coverage, Grameenphone is still leading the way. Banglalink should strategically invest more in placing mobile network towers in underserved areas and increase the bandwidth allocated to FWA services.
- **Promotional Marketing campaigns:** There is still unawareness of this product and Banglalink needs to do marketing campaigns to promote this product more. It is extremely necessary to make people aware of this product because of its excellent product features to Collaborate with local and international content providers to offer:
- **Promote Digital Literacy and Awareness:** Banglalink can launch community outreach programs to educate individuals and communities about the benefits of Internet Access, provide clear and concise information about FWA technology, its advantages, and how to set up and use FWA routers.

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## Appendix

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### Age \*

- 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55+
- 

### Occupation \*

- Student
- Young Professional
- Small Business Owner
- Entrepreneur

### Location \*

- Urban
  - Rural
  - Suburban
-

...

What features do you value most when selecting an ISP (Internet Service Provider)? \*

- Speed
- Cost/Affordability
- Reliability/Stability
- Customer Support
- Coverage Area
- Convenience (Portability & Ease of Usability)
- Additional Features & Benefits

How extensive do you think is the coverage area provided by your current ISP? \*

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

...

How much would you rate the internet speed, reliability and stability of your current ISP? \*

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

How much would you rate the affordability and overall cost (setup costs & monthly package) \*  
of your current ISP?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent



How much would you rate the convenience of your current ISP particularly in terms of \*  
portability and ease of relocation & setup?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

How much would you rate the customer support and user experience of your current ISP? \*

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

...

How much would you rate the additional benefits and features (Streaming Services; Loyalty Programs; IP Call Services etc.) provided by your current ISP? \*

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

Are you aware of Grameenphone's 'GPFI' WiFi Service? \*

Yes

No

---

Do you use/have you used Grameenphone's GPFI Broadband Service? \*

Yes

No

---

...

How much would you rate the coverage area provided by GPFI?

1 – Very Poor

2 – Poor

3 – Average

4 – Good

5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

How much would you rate the internet speed, reliability and stability of GPFI?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent



How much would you rate the affordability and overall cost (setup costs & monthly package) of GPFI?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

How much would you rate the convenience of GPFI particularly in terms of portability and ease of relocation & setup?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---



How much would you rate the customer support and user experience of GPFI?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

How much would you rate the additional benefits and features (Streaming Services; Loyalty Programs; IP Call Services etc.) provided by GPFI?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

Are you aware of Banglalink's 'BL WiFi' WiFi Service? \*

Yes

No

---

Do you use/have you used Banglalink's 'BL WiFi' WiFi Service? \*

Yes

No

---

⋮

How much would you rate the coverage area provided by BL WiFi?

1 – Very Poor

2 – Poor

3 – Average

4 – Good

5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---



\*\*\*

How much would you rate the internet speed, reliability and stability of BL WiFi?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

How much would you rate the affordability and overall cost (setup costs & monthly package) of BL WiFi?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

---

How much would you rate the convenience of BL WiFi particularly in terms of portability and ease of relocation & setup?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

How much would you rate the customer support and user experience of BL WiFi?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

How much would you rate the additional benefits and features (Streaming Services; Loyalty Programs; IP Call Services etc.) provided by BL WiFi?

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent

	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

---

If BL-WiFi is able to overcome all the shortcomings of your ISP, how likely are you to switch to this service? \*

	1	2	3	4	5	
Very Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

...

Which of the following attributes/features of BL-WiFi is most likely to make you switch to the service? \*

- Broad Coverage
  - Fastest Speeds
  - Cost Savings
  - Portability & Flexibility
  - Additional Features & Benefits (Streaming Services; Loyalty Programs; IP Call Services etc.)
  - Customer Support
-