airtel
3G

3G

The Future Success Factor For Airtel Bangladesh

Submitted To

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<u>Letter of Transmittal</u>

July 09, 2013

Mr. Rezaur Razzak
Assistant Professor & Coordinator of MBA Program
BRAC Business School
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Subject: *<u>Submission of Report of Internship Spring 2013</u>*

Sir,

It's a great pleasure to present you the final report on **"Airtel 3G: Future Success Factor",** which was assigned me for fulfillment of my internship program under BBA curriculum. I have gained huge experience while working on this report. This report gives a brief overview of telecommunication industry in our country, currents business and future vision & success factors of all the telecommunication operators. This report includes an analysis on the upcoming technology in Bangladesh which is 3G (3rd Generation) of internet. I am grateful to you for your guidance and I hope that my work on this report will come up to that level of your expectation.

I welcome any kind of query about this report, and I will be pleased to answer them.

Sincerely Yours

_____

Mahi Mashriva Hossain
ID:09104072
BRAC Business School
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Acknowledgement

I would like to convey my gratitude to those who helped me to make this report. At first, I would like to thank my internship supervisor Mr. Rezaur Razzak, Assistant Professor & Coordinator of MBA Program of BRAC Business School, BRAC University for giving me the opportunity and idea of making this internship report on Airtel 3G and guiding me to prepare this internship report properly. I would like to thank Airtel Bangladesh for giving me the opportunity to complete my internship Program with handful of practical knowledge and experience. Especially I would like to thank my organizational supervisor Ziaul Hoque Sikder (Head of VAS), Kamrun Nahar (Senior Executive, VAS), Syed Fakhruzzaman Faisal (Head of International Roaming) and Nujhat Jannatul Naeem (Exicutive Coordinator, International Roaming). Also I would like to give a special thanks to Mir Toufiq Islam (Assistant Manager, VAS) for giving a complete knowledge on VAS & telecommunication industry &Md. Jubayer Alam (Assistant Manager, VAS) for giving detailed information on Airtel 3G. Lastly I want to give thanks to Nur Ibna Saeed for helping me to make the survey part. Ireally appreciate those people like Nomanul Karim, Zaheen Sharar, Tamzid Mazumderfor helping me in collecting information. I also appreciate the effort of those people, whose name I could not mentioned here.

Table of Content

Executive Summary

The telecommunication industry is one of the prominent industries in Bangladesh. It is contributing a large portion in our economy. This report includes the evolution of telecommunication industry in Bangladesh and how it is developing time to time. Airtel Bangladesh is the newest telecommunication operator in Bangladesh which is going to launch 3G internet service. Airtel 3G and its capability of improving human life is described in this report.

3G internet means 3rd Generation internet which is very new to Bangladesh. Only Teletalk has launched it but it wasn't a big success as earlier in the time of 2G, Teletalk has failed to grab the attention of consumer. Though Airtel Bangladesh is new to industry but in a very short time its has grabbed the attention of mobile phone users specially young starts and teenagers who intended to stay connected all the time through mobile phone and internet.

Internet is a valuable part of VAS (Value Added Service) which is currently known as the heart of every telecommunication operator. Each and every single service without calling is a Value Added Service. Starting from sms to internet, everything is a VAS. To stay in the race of being the leader, it's necessary to keep the calling rate and other rates low. Offering new and unique services makes the operator exclusive to the eye of user. Currently 3G is the new technology in Bangladesh as telecommunication operators were serving 2G till now. Though already 4G has taken place in other countries.

Here in this report, it's been discussed that Airtel 3G is going to offer some useful VAS which is going to change the experience of using a mobile phone. A survey is being made on this issue and the result is being complied to show that if Airtel can promise better 3G services then it can turn into a success factor for Airtel Bangladesh.

Finally some suggestion have been made about the issues those are hampering the success of Airtel Bangladesh.

Chapter 01
Introduction

1.1. Understanding Internship:

As a business graduate after finishing all the courses we are intend to go for an internship program about 12 weeks. For internship we are supposed to select any business organization where we can implement our own learning from the curriculum and enhance our ability to work in the real world. Internship is a mandatory course which carries 4 credits and without which our graduation is not complete. Internship helps a business student to understand the real world where regularly business take place and it also helps to relate the theories we have studied in the book with the real business arena. Corporate or business world is far different than the academic world and it possess lots of hard work, complex environment and different policies. To understand all these things of real corporate or business world internship is really important for a business graduate. It helps to groom and upgrade oneself in terms of motivation, self-confidence, morality or ethics etc. One may know the suitable working environment for own self by working as an intern in an organization.

I was enough lucky to work with Airtel Bangladesh as an intern in two different departments; VAS (Value Added Service) & IR (International Roaming) and I got to know about the whole process of launching a new service from start to end. I learnt how a service can become necessary for a user or what element can help a user in different aspects. Thorough the internship period I have witnessed and learned the detailed proceduresof different VASs and IR services. Also learnt how it works and what the needs of consumers are. While doing my internship, I have come to know that Airtel is going to launch 3G which is currently the needed by consumers as every consumer who wants to be updated every minute wan it more. After doing few telephone surveys, I have decided to do something on internet when my academic supervisor Mr. Rezaur Razzak suggested me to prepare my report on Airtel 3G and has always helped me to provide proper guidelines about my topic and how to make a better report.

1.2. Background of the Report:

Airtel Bangladesh is the new operators in the industry but still it has already taken a strong position in the consumer mind, though it has some draw backs. 3G is some thing which is not that much used in Bangladesh as it is very new to our technology. Airtel Bangladesh is planning to launch a 3G which will give the company a certain boost which will give it a reason to be in one of the leading positions in the industry. So, following this vision I started collecting information about the Airtel 3G. Airtel Bangladesh is a sister concern of Bharti Airtel which has already launched 3G in India which turned out to be a huge success. In this report I have given a brief discussion on Airtel 3G, VAS regarding 3G and how it can help and change the living of mobile phone users.

1.3. Objective:

Objective of the report is separated into two parts. They are described below-

1.3.1. Primary Objective: The primary objective of this report is to find out that 3G can be the future success factor for Airtel Bangladesh until the next technological break through arrives.

1.3.2. Secondary Objective: Secondary objectives of this report are given below-

- To know about Airtel Bangladesh VAS in details.
- How VAS helps the telecommunication operator.
- To about 3G in details.

1.4. Scope:

In this report I had the scope to learn a lot. Airtel Bangladesh is one of the largest telecom operator in our country. It helps the user to stay connected through calling and other services which are known as VAS. Getting the chance to work with the VAS department was an extraordinary opportunity for me. I got the scope to talk directly to the users and subscribers through face to face conversation and over telephone and to anyone from whom I thought I can

learn something. Everyone was really co operative to assist me to write a better report. I think this type of report will also help the people working in the telecom industry.

1.5. Limitation:

During this report I also faced many limitations. I could not write about the exact information about 3G as Airtel was planning to launch it.Very few information's were allowed by Airtel Bangladesh for writing in my report. I wasn't allowed to know each and everything about the policies of 3G service. Other than that I was able to collect information as per my need.

Chapter 02

Overview of

Telecommunication

Industry of Bangladesh

Introduction:

Telecommunication industry is currently one of the fastest growing industries in Bangladesh. Mobile phone now a day has become a daily necessity to those who use it regularly. Even though if one does not use it regularly, it's always a way of communication in terms of long distance for them.

Telecommunication Company has emerged from basic calling system and currently it's a compact solution for almost everything. Mobile phone operators made world so small that one can get any communication solution by a single touch or click.

There are currently 6 operators who are fighting against each other to get in to the top position in the industry. The first ever mobile operator company was Citycell who launched mobile phone service in Bangladesh. The 6 Operators are Grameen Phone, Banglalink, Robi, Aritel, Citytcell and Teletalk.

2.1.1. Citycell:

The revolution of mobile phone in Bangladesh has done by Citycell (Pacific Bangladesh Telecom Limited- 1989), the 1st mobile communication company in Bangladesh which made people of Bangladesh think that they can carry a telephone which has no cord connected to it. People can take it anywhere they go.

Citycell (Pacific Bangladesh Telecom Limited) is operating in Bangladesh as one of the leading telecommunication companies from 1989. As the only CDMA mobile operator in the country, we provide innovative, reliable and excellent telecommunication and mobile internet services/solutions. Citycell understands the consumer needs and delivers the latest in advanced telecommunication services to Bangladesh.

The company offers a full array of mobile services for consumers and businesses that are focused on the unique needs of Bangladesh. Our goal is to integrate superior customer service and

highest standards of technology to offer the best service at affordable rates. The introduction of revolutionary EV-DO technology only shows our drive to provide our customers with the best.

2.1.2. Official Logo:

2.1.3. Mission & Vision:

To contribute to the happiness and prosperity of all Bangladeshis by providing innovative communication, information & technology solutions.

We will achieve our vision by

- ➢ Being the preferred solutions provider
- ➢ Delighting customers
- ➢ Being an employer of choice
- ➢ Delivering sustainable shareholder value.

2.1.4. Ownership Structure:

Citycell (Pacific Bangladesh Telecom Limited) has been converted into a Public Limited Company with effect from 28 March, 2008 in compliance with the Notification No. SEC/CMRRCD/2006-159/Admin-03/23 of Securities and Exchange Commission of Bangladesh.

The share holder of this company are Singtel, Far East Telecom Limited and Pacific Motors.

2.1.5 MSISDN Structure:

For Citycell User, the MSISDN structure is +880-11-XXXXXXXX

2.1.6 Brand Promise or Promotional Tag Line:

"Because we care"

2.2.1. Grameen Phone:

Grameenphone which is now the leading operator in Bangladesh, then participated in the race after citycell. They started their journey of making people connected on March 26, 1997. Grameen phone then has been taken over by Telenor.

Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to "Rural phone". Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone has come a long way. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first and only operator to cover 98% of the country's people with network. Today, Grameenphone is the leading and largest telecommunications service provider in Bangladesh with more than 40.02 million subscribers as of December 2012.

In 2012 Grameen Phone was awarded license for 2G operation for 15 years effective from November 2011.

2.2.2: Official Logo:

2.2.3. Mission & Vission:

Mission of Grameen Phone

"Leading the industry and exceed customer expectations by providing the best wireless services, making life and business easier."

Vision of Grameen Phone:

We exist to help our customers get the full benefit of communications services in their daily lives. We want to make it easy for customers to get what they want, when they want it. We're here to help.

Values:

- Make It Easy
- Keep Promises
- Be Inspiring

- Be Respectful

2.2.4. Ownership Structure:

The shareholders of Grameenphone contribute their unique, in-depth experience in both telecommunications and development.

It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2%), a non-profit organization of Bangladesh. The other 10% shares belong to general retail and institutional investors.

2.2.5 MSISDN Structure:

For Grameen Phone User, the MSISDN structure is +880-17-XXXXXXXX

2.2.6 Brand Promise or Promotional Tag Line:

"Go Beyond" or "Cholo Bohudur"

2.3.1. Banglalink:

Then came Sheba telecom which is known as Banglalink now. Orascom is an Egypt based company which took over sheba.

Orascom telecom bangladesh limited ("Banglalink") is fully owned by orascom telecom holding s.a.e, egypt, ("oth"); the ultimate parent company of the group is vimpelcom, the 6th largest mobile phone operator in the world. Banglalink was acquired by oth in 2004, and after a complete overhaul and the deployment of a new gsm network, its telecommunication services were re-launched under the brand name Banglalink. When Banglalink began operations in Bangladesh in february 2005, its impact was felt immediately: overnight mobile telephony became an affordable option for customers across a wide range of market segments. Banglalink

changed the mobile phone status from luxury to a necessity and brought mobile telephone to the general people of Bangladesh.

2.3.2: Official Logo:

2.3.3: Mission & Vission:

Banglalink's success was based on a simple mission: "bringing mobile telephony to the masses" which was the cornerstone of its strategy.

2.3.4. Ownership Structure:

Orascom telecom (oth) established itself as a global brand and is considered today to be one of the largest and most diversified telecom operators which the owner of Banglalink. In september

2004, oth purchased 100% of sheba telecom (pvt.) limited in Bangladesh. oth re-branded and launched its services as "Banglalink" in february 2005.

2.3.5. MSISDN Structure:

For Banglalink User, the MSISDN structure is +880-19-XXXXXXXX

2.3.6 Brand Promise or Promotional Tag Line:

They follow a tag line which is "Making a difference"

The slogan is "Din Bodoler Cheshtay Banglalink"

2.4.1. Robi:

Along with Grameen phone and Banglalink, another operator who joined the industry was Aktel Bangladesh which is now known as Robi. Robi Axiata Limited is a joint venture between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata, formerly known as Telekom Malaysia International (Bangladesh), commenced operations in Bangladesh in 1997 with the brand name AKTEL. On 28th March 2010, the service name was rebranded as 'Robi' and the company came to be known as Robi Axiata Limited.

2.4.2: Official Logo:

2.4.3: Mission &Vision:

Empowering You:

We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.

Principles:

Robi Axiata Limited employees hold themselves accountable to the following guiding Principles for the organization.

Emotional: Passionate, Creative, Respectful, and Open

2.4.4. Ownership Structure:

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (70%) and NTT DOCOMO INC. (30%). Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001.

2.4.5. MSISDN Structure:

For Robi User, the MSISDN structure is +880-18-XXXXXXXX

2.4.6 Brand Promise or Promotional Tag Line:

 The slogan of Robi is "Jole Uthun Apon Shoktite"

2.5.1. Teletalk:

Teletalk Bangladesh Limited brand name "Teletalk" is a GSM based state-owned mobile phone company in Bangladesh. TeleTalk started operating on 29 December 2004. It is a Public Limited

Teletalk continue to grow and engage our customers through clear commitment to offering high quality products and services as well as leading customer retention and loyalty programmers. Teletalk continues to be a part of the revolution that's connecting millions of Bangladeshi with world.

Teletalk Bangladesh limited was established keeping a specific role in mind. Teletalk has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base,

2.5.2: Official Logo:

2.5.3: Mission & Vision:

Basic objectives for which the Company was formed are highlighted here under:

1. To provide mobile telephone service to the people from the public sector
2. To ensure fair competition between public and private sectors and thereby to safeguard public interest
3. To meet a portion of unmitigated high demand of mobile telephone
4. To create a new source of revenue for the government.

2.5.4. Ownership Structure:

Teletalk Bangladesh Limited is a public limited company, registered under the Registrar of the Joint stock companies of Bangladesh. Total shares owned by the Government of the Peoples Republic of Bangladesh.

2.5.5. MSISDN Structure:

For Teletalk User, the MSISDN structure is +880-18-XXXXXXXX

2.5.6 Brand Promise or Promotional Tag Line

Teletalk thrives to become the true people's phone – "Amader Phone".

2.6.1. Airtel Bangladesh:

Airtel Bangladesh Ltd. is a GSM-based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name "Warid Telecom" on May 10, 2007. Warid Telecom International LLC, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited for US$300 million. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand.

2.6.2: Official Logo:

2.6.3: Mission & Vision:

By 2015 airtel will be the most loved brand, enriching the lives of millions.

2.6.4. Ownership Structure:

Airtel Bangladesh in partially owned by Bharti Airtel Limited Asia's leading integrated telecom services providers with operations in India, Sri Lanka and Bangladesh. Dhabi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company. Bharti Airtel is planning to make Airtel Bangladehs fully owned by Bharti Airtel Limited.

2.6.5. MSISDN Structure:

For Airtel Bangladesh User, the MSISDN structure is +880-16-XXXXXXXX

2.6.6 Brand Promise or Promotional Tag Line:

The tag line of Airtel Bangladesh is " Bondhu Chara Life Impossible"

2.7 Market Share:

The competitors of Airtel have increased as the growing demand of telecommunication in our country. The major competitors are Banglalink, Robi, Citycell, Teletalk, and Gramenphone.
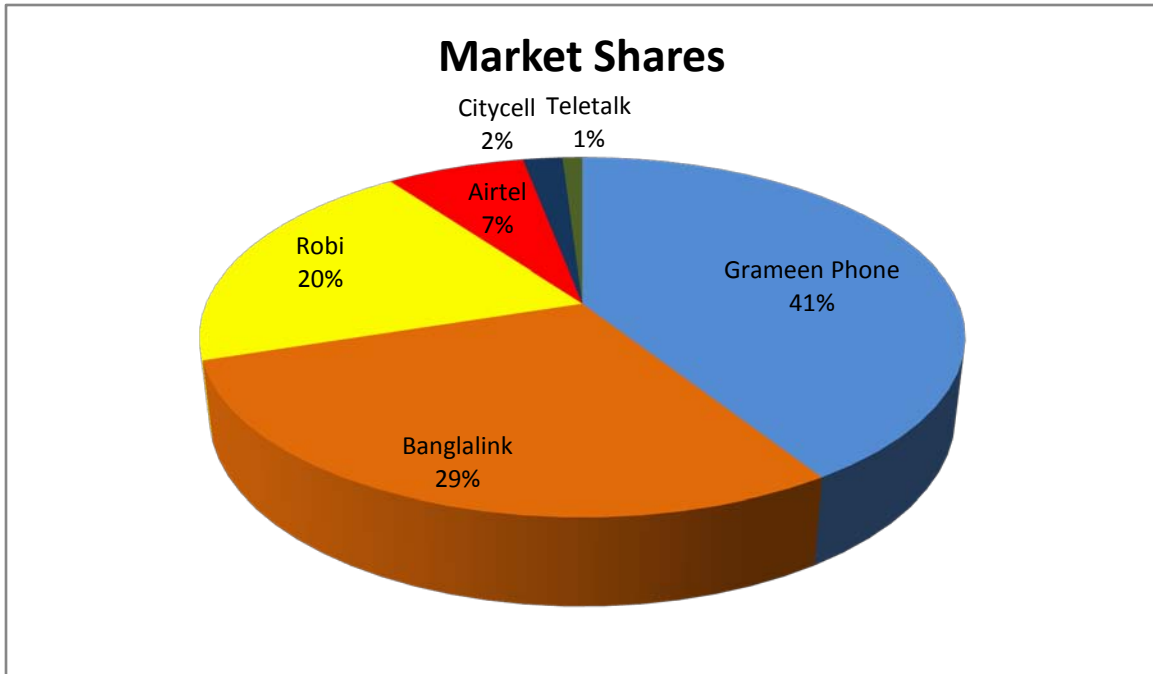
Graph: Overview of telecommunication industry of Bangladesh

According to BTRC at 31 March 2012, Grameenphone had a market share of 42.2%, Banglalink (27.5%), Robi (19.8%), Airtel Bangladesh (7.1%), Citycell (2.0%) and Teletalk (1.4%). Competition among operators is intense and tariff levels are among the lowest in the world. Though Airtel joined very lately in the industry but in this two year they have more than 7% of the telecom industry. It is compared with Robi that is has also joined lately but Axiata group has taken over a grown up company which was Aktel but Bharti Airtel took over a company which was not even that grown which was Warid.

Chapter 03

Overview of

Airtel Bangladesh

3.1. Company Overview:

Words of the founder of Bharti Airtel Limited Sunil Bharti Mittal

3.1.1 Bharti Airtel Limited:

Bharti Airtel Limited started its journey on July 07, 1995, as a Public Limited Company is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G wireless services and mobile commerce. Bharti Airtel had over 269 million customers across its operations at the end of March 2013.

Vision & Promise:

"By 2015 airtel will be the most loved brand, enriching the lives of millions"

"Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company."

3.1.2 Organizational Structure of Bharti Airtel Limited:

Bharti airtel limited – Organization structure
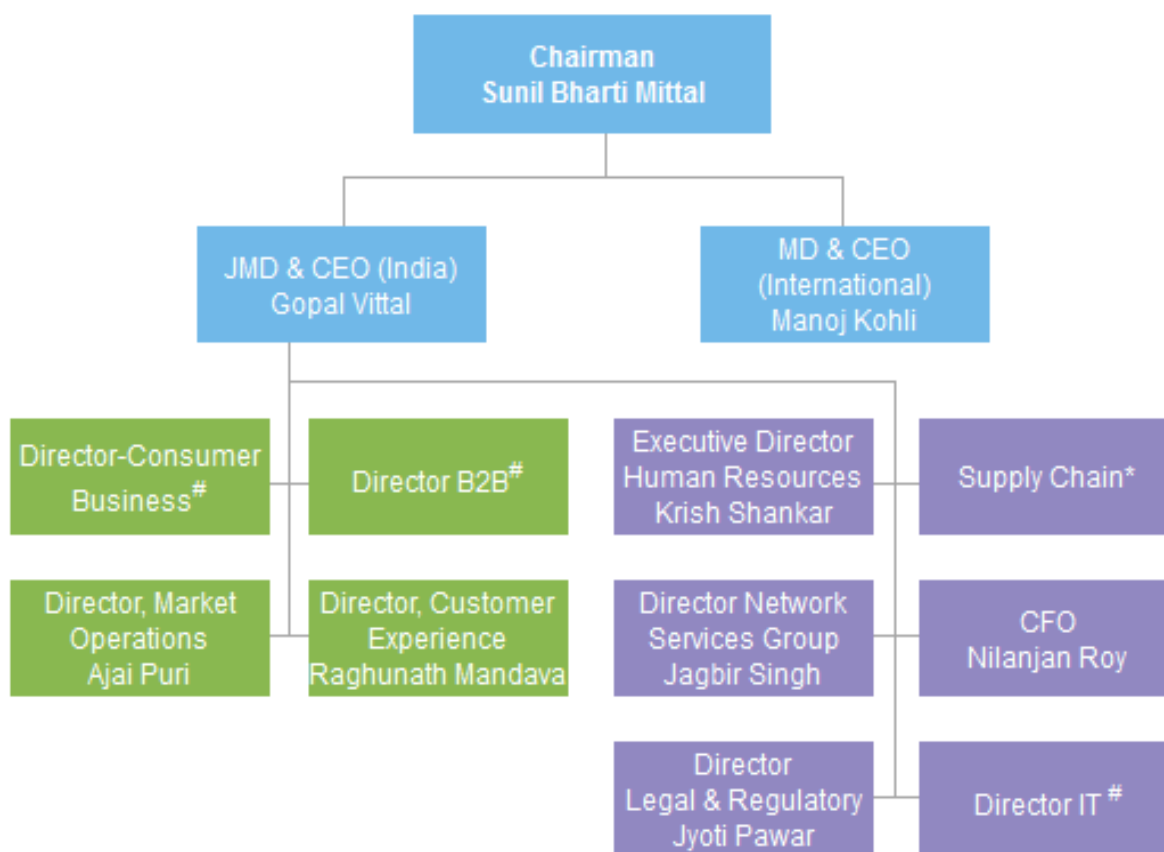
*Moti Gyamlani (Global Head – Supply Chain) reports to the MD of Bharti Airtel Ltd with direct responsibility for India SCM function

To be appointed.

Picture for 3.2.2 Organizational Structure of Bharti Airtel Limited

3.1.3: Airtel Bangladesh:

Airtel Bangladesh is a concern of Bharti Airtel Limited, one of Asia's leading integrated telecom services providers with operations in India, Sri Lanka and Bangladesh. In January 2010, Bharti Airtel Limited acquired 70% stake in Warid Telecom, Bangladesh, a subsidiary of the UAE-based Abu Dhabi Group. Bharti Airtel is making a fresh investment of USD 300 million to

rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhabi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company. Currently Bharti Airtel Limited is planning to take over the whole company by 2014.

The new funding is being utilized for expansion of the network, both for coverage and capacityand introduction of innovative products and services. As a result of this additional investment, the overall investment in the company will be in the region of USD 1 billion. This is Bharti Airtel's second operation outside of India. The company launched its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G network. The company crossed the 1 million customers mark within six months of launch on the back of innovative offerings as well as rapid expansion of network coverage and distribution.

Through its global telecom operations Bharti group operates under the 'Airtel' brand in 19 countries across Asia and Africa– India, Sri Lanka, Bangladesh, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia. In addition, the group also has mobile operations in Jersey, Guernsey.

Chapter 04

VAS

&

It's Contribution to

Telecommunication Industry

4.1 General idea of VAS:

Mobile phone was just a way of staying connected to others through calling in the begging day's mobile phone revolution but now it has turned into a small box full with technologies which works as a pocket computer. Besides calling each and every single service which a mobile phone operator can provide is known as 'Value Added Services" or shortly VAS.

A value-added service (VAS) is a popular telecommunications industry term for non-core services, or in short, all services beyond standard voice calls. It is available at little or no cost, to promote their primary business. In the telecommunication industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their ARPU (average revenue per user). For mobile phones, while technologies like SMS, MMS and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.

4.2- VAS offered by Airtel Bangladesh:

Airtel is providing VAS in 18 Categories. These Categories are:

i. **Tunes & Downloads:**Tunes are audio or songs which a caller can hear when the rings. When one calls other person, they hear a audio or song in the place of usual connecting tone. There are 2 types of ring back tones in Airtel-

- Caller Tune (RBT) which is being set by the receiver.
- My Tune which is being set by the caller.
- Gaan Bolo Gaan Pao
- Cricket Caller Tunes
- Gaming Zone
- Wallpapers, Logo & More
- Ring Tones

ii.   <u>Entertainments:</u>

Airtel Bangladesh offers a range of entertainment services to its subscribers.

- Voice Adda
- airtel Talk2Me.
- mysong mystory
- Jukebox
- Song and Greeting Dedication
- Jokes
- QuotesFood & Dining
- mRadio
- mChat
- airtel Dhoom

iii.   <u>Call Management Services</u>

I can manage the incoming calls as will:

- Call Block
- Call Waiting / Call HoldMissed Call Alert
- Voice Mail Service
- Call Forward / Call Divert
- Conference Call

iv.   <u>Messaging Services:</u>

Connect through messaging services

- sms and combo packs
- gmail sms

- MMSMobile Email
- facebook sms
- Wiki over SMS

    v.   <u>Data Services:</u>

Get data service through airtel number.

- airtel internet modem
- 0 facebook
- Device Management
- Mobile Internet
- Data Card
- Multimedia Settings
- Mobile Backup
- facebook @tk 2

    vi.   <u>Sports:</u>

Get updates of your favorite sports any time any where.

- Sports zone
- Manchester United Service
- Cricket Update
- Sports Update

    vii.   <u>News & Updates:</u>

Get news updates every day and stay updated with the world

- TV / Newspaper
- Alert Service
- News

viii. <u>Astrology:</u>

Now airtel will be tell your future

- Horoscope from Professor Howlader
- Horoscope

ix. <u>Travel:</u>

Airtel can be your travel guide

- Travel Bag
- Airlines Information

x. <u>Finance:</u>

Airtel can be your financial friend when you need it most

- Stock Alert - Live Application
- Prize Bond Draw
- Stock Market Info
- SMS Insurance
- SMS Banking
- Finance Information
- Currency Info

xi. <u>Devotional:</u>

Make airtel a part of your devotional life and get religion alerts

- Hajj info service
- Application based namaz time
- IVR based Namaz time, commodity price & traffic update
- SMS Namaz Alert

- Days Ayat/Hadith/Allah's Names

- Prayer/Sehri/Iftar time

- Ramadan Specials

- SMS based Faith Alert

xii. <u>FM Radio Services:</u>

Listen to your favorite song through your favorite fm radio by using your airtel number

- Radio Amar 8840

- ABC Radio 8920

- Radio Foorti 9840

- Radio Today 8960

xiii. <u>Emergency Info:</u>

Airtel number can be the helping hand when you need it

- Hospital Info

- Blood Bank

- Police Station

- Fire Brigade

- Ambulance

- Yellow pages directory services

xiv. <u>Info Services:</u>

Now airtel number can be a part of your schedule

- Voice Portal

- Time Check

- Science & Education

- Fashion & Leisure

- ISD / NWD code
- BBC - learn English
- HSC Suggestion
- Weather
- Dictionary

xv. Recharge & Bill Payment:

Now pay your bills through your mobile phone

- Easy Recharge
- Postpaid Bill Payment via Scratch Card
- P2P Balance Transfer
- E-Bill

xvi. Classified Services:

Aiming to bring the means of enhancing the quality of life through Airtel Mobile Classifieds Services.

- Job Alert
- Overseas Job Alert
- Matrimony Alert
- mBazaar alert
- Property/To-let alert
- mTuition alert
- Binodon news alert
- mTender Alert

xvii. Location based service:

- Vehicle Tracker- The Vehicle Tracking Service offers minute-by-minute information on vehicles for effective management and easy recovery in case of theft.

xviii. <u>airtel internet:</u>

- postpaid plan
- prepaid plan

4.3 Airtel LIVE:

Currently Airtel is offering a huge range of value added services based on internet to their users. Airtel internet VAS is known as "Airtel Live" which a considered as world of internet based content to make you feel alive and updated with the world. Airtel live provides information about every single internet based VAS of Airtel. Airtel live includes:

i. <u>Images & Videos:</u> Airtel live WAP portal, which will enable easy & convenient access to different local and international (bollywood, hollywood) multimedia content, infotainment, social networking and subscription based services through WAP Portal (http://airtellive.mobi). You will have to browse airtellive.mobi using your "airtel WAP" APN

ii. <u>Music:</u> It offers music content, including, MP3, Polyphonic, True tones and Full track content.

iii. <u>Movies:</u> It offers content of latest releases from Dhallywood, Bollywood and Hollywood.

iv. <u>Games:</u> You will find mobile games of various genres. Games category has two types of games 1. Downloadable games and Games Club

v. <u>Frenzo:</u> Register to be a part of Airtel friends social network from across Bangladesh.

vi. <u>Apps Store:</u> With Airtel live's Apps Central you will find applications across categories for your business, Entertainment, Lifestyle, Health, e-Books, Security, Dictionaries, Utilities, Travel, Productivity, Synchronization, Localization and other needs.

vii. <u>News and Sports:</u>You will get latest local, international & sports news from Airtel Live.

viii. <u>Airtel Picture Post:</u> It's a Rich content Alert Service that leverages the power of Mobile Internet to distribute premium content on topics as varied as Bollywood, News, Sports, Travel, Learn English, Jokes, Recipes etc.

ix. <u>Airtel Video Post:</u> Live WEB VIDEO SEARCH free to downloads / view.

Chapter 05

Generations of Mobile Internet

5.1 Overview:

The cellular networks are evolving through several generations. The older generations (1G and 2G) provide lower data rates, while the new and future ones (3G and beyond) offer higher data rates. Although the cellular networks are going through rapid evolution, there are some common principles to all cellular networks.

Cellular networks are wireless WANs that establish a connection between mobile users.
The cellular network is comprised of many "cells" that typically cover 2 to 20 miles in area. The users communicate within a cell through wireless communications. A Base Transceiver Station (BTS), also known as a Base Station (BS), is accessed by the mobile units in each cell by using wireless communications. One BTS is assigned to each cell. Regular cable communication channels can be used to connect the BTSs to the Mobile Switching Center (MSC), also known as Mobile Telecommunications Service Center (MTSC). The MSC is the heart of cellular networks – it determines the destination of the call received from a BTS and routes it to a proper site, either by sending it to another BTS or to a regular telephone network. Keep in mind that the communications are wireless within a cell only. The bulk of cell-to-cell communication is carried through regular telephone lines (wireless local loops can be used but are not essential). The MTSC uses two databases called Home Location Register (HLR) and Visitor location Register (VLR) to locate the mobile users.

The current cellular networks use many different and incompatible standards which rely on different frequency modulation techniques. The focus of the third generation wireless systems (3G Networks)is on a single network which combines a variety of wireless services.

5.2. First generation of mobile internet- 1G:

Wireless cellular systems, introduced in the early 1980s, use analog transmission, and are primarily intended for voice. These networks are very slow – less than 1 kilobits per second (Kbps).

Mobile radio telephones were used for military communications in the early 20th century. Car-based telephones were first introduced in the mid-1940s. In fact, the first car-based. Telephone system was tested in Saint Louis in 1946. This system used a single large transmitter on top of a tall building. A single channel was used for sending and receiving. To talk, the user pushed a button that enabled transmission and disabled reception. Due to this, these became known as "push-to-talk" systems in the 1950s. Although these systems are quite old, taxis and police cars use this technology. To allow users to talk and listen at the same time, IMTS (Improved Mobile Telephone System) was introduced in the 1960s. It used two channels (one for sending, one for receiving – thus there was no need for push-to-talk).

5.2.1. Paging Network:

A pager is a wireless telecommunications device that receives and displays numeric or text messages, or receives and announces voice messages. One-way pagers can only receive messages, while response pagers and two-way pagers can also acknowledge, reply to, and originate messages using an internal transmitter.[1] Pagers operate as part of a paging system which includes one or more fixed transmitters (or in the case of response pagers and two-way pagers, one or more base stations), as well as a number of pagers carried by mobile users. These systems can range from a restaurant system with a single low-power transmitter, to a nationwide system with thousands of high-power base stations.

5.3 Second generation of mobile internet- 2G:

Second Generation (2G) cellular networks, introduced in the late 1980s are based on digital transmission. Digital transmissions offer several benefits over analog "Advantages of Digital Communications for Wireless"). Different approaches to 2G have been developed in the US and Europe. After that it speared all over the world. Many competitors then jumped into the this industry to make a mark.

5.3.1 Code Division Multiple Access (CDMA):

Code division multiple access (CDMA) is a channel access method used by various radio communication technologies. CDMA is an example of multiple accesses, which is where several transmitters can send information simultaneously over a single communication channel. This allows several users to share a band of frequencies. To permit this to be achieved without undue interference between the users CDMA employs spread-spectrum technology and a special coding scheme (where each transmitter is assigned a code).

5.3.2 GSM (Global System for Mobile Communications):

There are many competing technologies in the 2G cellular network landscape, GSM by far dominates the world today, with over 200 million users in over a hundred countries.

GSM (Global System for Mobile Communications, originally Groupe Spécial Mobile), is a standard set developed by the European Telecommunications Standards Institute (ETSI) to describe protocols for second generation (2G) digital cellular networks used by mobile phones. It became the de facto global standard for mobile communications with over 80% market share.

The GSM standard was developed as a replacement for first generation (1G) analog cellular networks, and originally described a digital, circuit switched network optimized for full duplex voice telephony. This was expanded over time to include data communications, first by circuit switched transport, then packet data transport via GPRS (General Packet Radio Services) and EDGE (Enhanced Data rates for GSM Evolution or EGPRS).

Further improvements were made when the 3GPP developed third generation (3G) UMTS standards followed by fourth generation (4G) LTE Advanced standards.

5.3.3GPRS- 2.5G:

2.5G ("second and a half generation") is used to describe 2G-systems that have implemented a packet-switched domain in addition to the circuit-switched domain. It does not necessarily provide faster services because bundling of timeslots is used for circuit-switched data services (HSCSD) as well. The first major step in the evolution of GSM networks to 3G occurred with the introduction of General Packet Radio Service (GPRS). CDMA2000 networks similarly evolved through the introduction of 1xRTT. The combination of these capabilities came to be known as 2.5G. GPRS could provide data rates from 56 kbps up to 115 kbps. It can be used for services such as Wireless Application Protocol (WAP) access, Multimedia Messaging Service (MMS), and for Internet communication services such as email and World Wide Web access. GPRS data transfer is typically charged per megabyte of traffic transferred, while data communication via traditional circuit switching is billed per minute of connection time, independent of whether the user actually is utilizing the capacity or is in an idle state. 1xRTT supports bi-directional (up and downlink) peak data rates up to 153.6 kbps, delivering an average user data throughput of 80-100 kbps in commercial networks.It can also be used for WAP, SMS & MMS services, as well as Internet access.

5.3.4 EDGE- 2.75G:

GPRS1 networks evolved to EDGE networks with the introduction of 8PSK encoding. Enhanced Data rates for GSM Evolution (EDGE), Enhanced GPRS (EGPRS), or IMT Single Carrier (IMT-SC) is a backward-compatible digital mobile phone technology that allows improved data transmission rates, as an extension on top of standard GSM. EDGE was deployed on GSM networks beginning in 2003—initially by Cingular (now AT&T) in the United States.

5.4 Third generation- 3G:

3G, short for third Generation, is the third generation of mobile telecommunications technology.

3G telecommunication networks support services that provide an information transfer rate of at least200 kbps. However, many services advertised as 3G provide higher speed than the minimum technical requirements for a 3G service. Recent 3G releases, often denoted 3.5G and 3.75G, also provide mobile broadband access of Mbps to smart phones and mobile modems in laptop computers.

3G finds application in wireless voice telephony, mobile Internet access, fixed wireless Internet access, video calls and mobile TV.

3G specifications and standards were developed in fifteen years. The technical specifications were made available to the public under the name IMT-2000. The communication spectrum between 400 MHz to 3 GHz was allocated for 3G. Both the government and communication companies approved the 3G standard.[9] The first pre-commercial 3G network was launched by NTT DoCoMo in Japan in 1998, branded as FOMA. It was first available in May 2001 as a pre-release (test) of W-CDMA technology. The first commercial launch of 3G was also by NTT DoCoMo in Japan on 1 October 2001.

3G was relatively slow to be adopted globally. In some instances, 3G networks do not use the same radio frequencies as 2G so mobile operators must build entirely new networks and license entirely new frequencies, especially so to achieve high data transmission rates. Other delays were due to the expenses of upgrading transmission hardware, especially for UMTS, whose deployment required the replacement of most broadcast towers. Due to these issues and difficulties with deployment, many carriers were not able to or delayed acquisition of these updated capabilities.

The 3G standard is perhaps well known because of a massive expansion of the mobile communications market post-2G. An especially notable development during this time is the smart phone (for example, the iPhone, and the Android family), combining the abilities of a PDA with a mobile phone, leading to widespread demand for mobile internet connectivity. 3G has also introduced the term "mobile broadband" because its speed and capability make it a viable alternative for internet browsing, and USB Modems connecting to 3G networks are becoming increasingly common.

Chapter 06

Airtel 3G

6.1 Background:

Since the launch of Airtel Bangladesh, they are providing internet service. The reason behind offering internet from the very begging was that airtel entered in to the industry at a very crucial time when mobile phone users has already turned in to an expert internet user. So, to be in the race, airtel is still trying to give their user a better experience of internet based VAS. The main reason behind the capability of offering internet from the very biggining was the subtle and well-constructed internet module of Bharti Airtel Limited.

Currently Airtel Bangladesh is providing 2.75G network service to their user. But very soon Airtel is going to launch 3G in Bangladesh. Though Teletalk Bangladesh has already launched 3G in Bangladesh but they are only offering basic VAS to their users.

Airtel is aiming to launch 3G in Bangladesh and provide unique services which will change the pattern of using a mobile phone by the users of Bangladesh.

6.1 Sneak peak in the Airtel 3G backpack-VAS based on 3G:

Airtel Bangladesh is going to launch 3G which will give the users of 3G a treat full with exciting Value Added Services. Well designed services will make users life easier & fast as well as will define itself as Value Added Service.

Initially Airtel Bangladesh is going to launch the basic services of 3G network as well some customized ones. The VASs will be-

6.1.1 Basic 3G VAS by Airtel Bangladesh-There are some basic services which will be provided by Airtel 3G. These services are the primary services which are served by any mobile operator who provide 3G network. These services are-

      i.   **Video Call-**Video calling enables two people in different location to see and hear each other in real time.

ii. **Video Conference-**A set of telecommunicationtechnologies which allow two or more locations to communicate by simultaneous two-way video and audio transmissions.

iii. **Live TV/ Mobile TV-**One can watch the TV through their mobile phone any where they are in.

iv. **3G Games-**Users can play online games with high resolution and connectivity.

v. **Online Movies/Videos-**Watch online movie, videos, TV shows through Airtel 3G.

vi. **Live News/Breaking News-**Stay updated with the video of live breaking news and see what is happening here and there.

vii. **Sports News/ Highlights-**Get sports updates or highlight on demand.

viii. **Others-** Get every possible content which need high speed internet.

6.1.2 Customized 3G VAS by Airtel Bangladesh- There will be some customized services which will be only provided by Airtel Bangladesh. These services are-

i. **Video Caller Tune:** Caller will be able to see the music video of the caller tune song.

ii. **Talk 2 Me:** Caller can Talk & See the celebrity through video call.

iii. **News Updates:** User can see news video footage from their favorite news channel on demand when ever they want it.

iv. **Entertainment Zone:** User can get videos of their favorite celebs, gossips, update of upcoming movies, talks & reviews of Hollywood, Bollywood, Dhallywood and many more.

v. **Sports Zone**: Users can get current news of sports and highlights on demand.

vi. **Emergency Service:** Will locate your current position & deliver emergency services like ambulance, blood, doctor etc. and more over you don't have to tell where you are.

Chapter 07

Analyzing the Survey Result for Airtel 3G VAS

7.1 Background:

I have conducted a pilot survey for my internship report. The survey was done among those people who are the existing customer of Airtel. All of the respondents are from different educational, financial and occupational backgrounds. The main purpose of this survey is to get the best and honest opinion of Airtel users and judge their product awareness and satisfaction level. I used different types of social media and professional media like, Facebook, Twitter and Linkedin. From my survey report I can confidently say I got a honest reflect and opinions about Airtel's services, customers expectation and other thoughts, though it was a pilot survey with the sample size of 70 people.

7.2 Survey Analysis

7.2.1 Section (A) Demographic Information Analysis:

- **Sample size:** 70
- **Gender:**
  - ✓ Male: 65%
  - ✓ Female: 35%
- **Age Definition Group:**

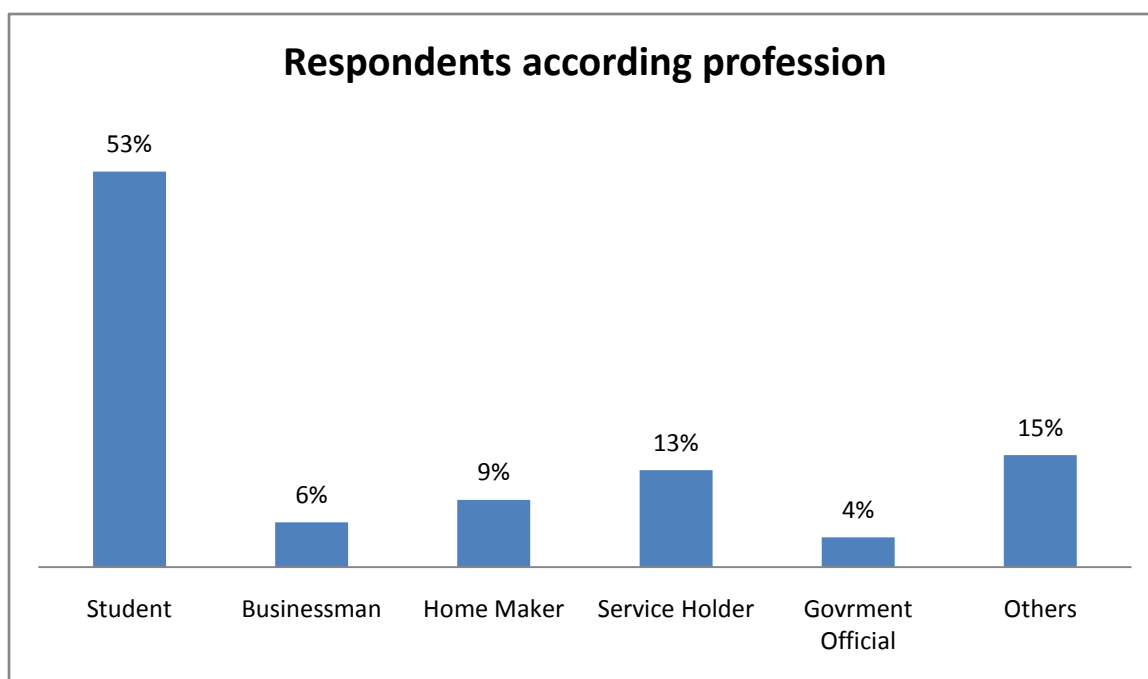| 16-25 Years	26-35 Years	36-45 Years	46-55 Years
53%	34%	10%	3%
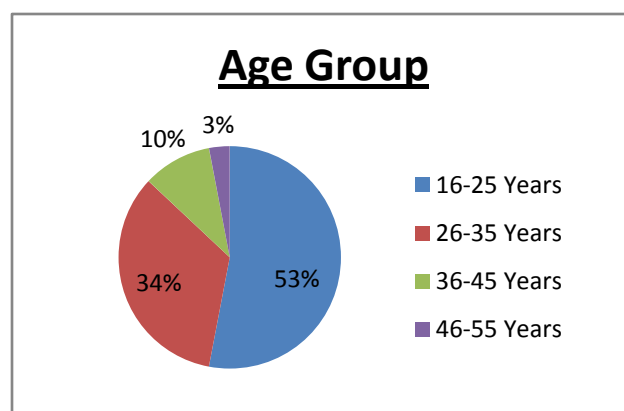
- **Respondents according profession:**

| Profession	Percentage
Student	53%
Business Man	6%
Home Maker	9%
Service Holder	13%
Government Official	4%
Others (Corporate Personnel, Freelancer, Self Employed, Entrepreneur, Retiree, Unemployed)	15%

Chart: Respondent according to profession

Graph: Respondent according to proffession

- **Respondent according to educational level:**

No formal education	Primary School	Secondary School	Higher Secondary School	Bachelors/ Certificate/ Diploma	Degree	Honors	Masters or above
2%	0%	0%	37%	35%	9%	12%	5%

**Chart: Education level of respondents**
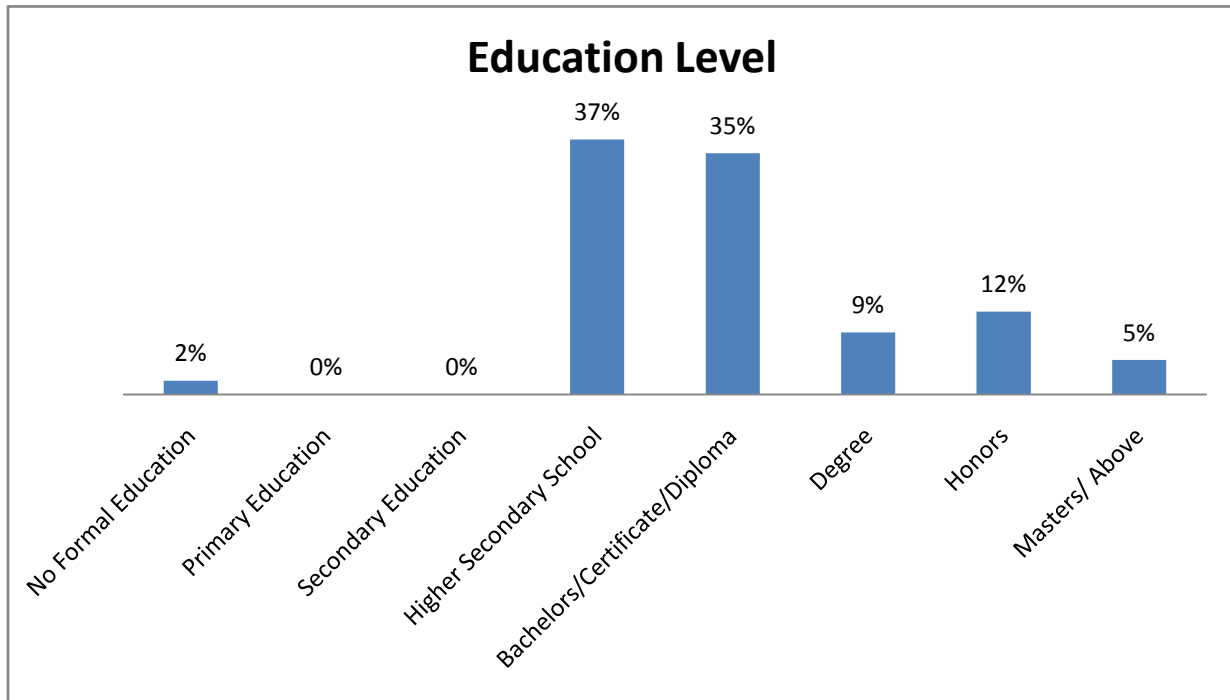
Graph: Education level of respondents

- **Respondent according to income level:**

Student/ (none)	Less than TK 10000	Tk 11000 to 20000	Tk 21000 to 30000	Tk 31000 to 50000	Tk 51000 to 100000	More then 100000
53%	8%	12%	17%	8.90%	1.10%	0%
38 (Person)	6(Person)	8(Person)	12(Person)	5(Person)	1(Person)	0(Person)

Chart: Income level of respondents

## Income Level of Respondents
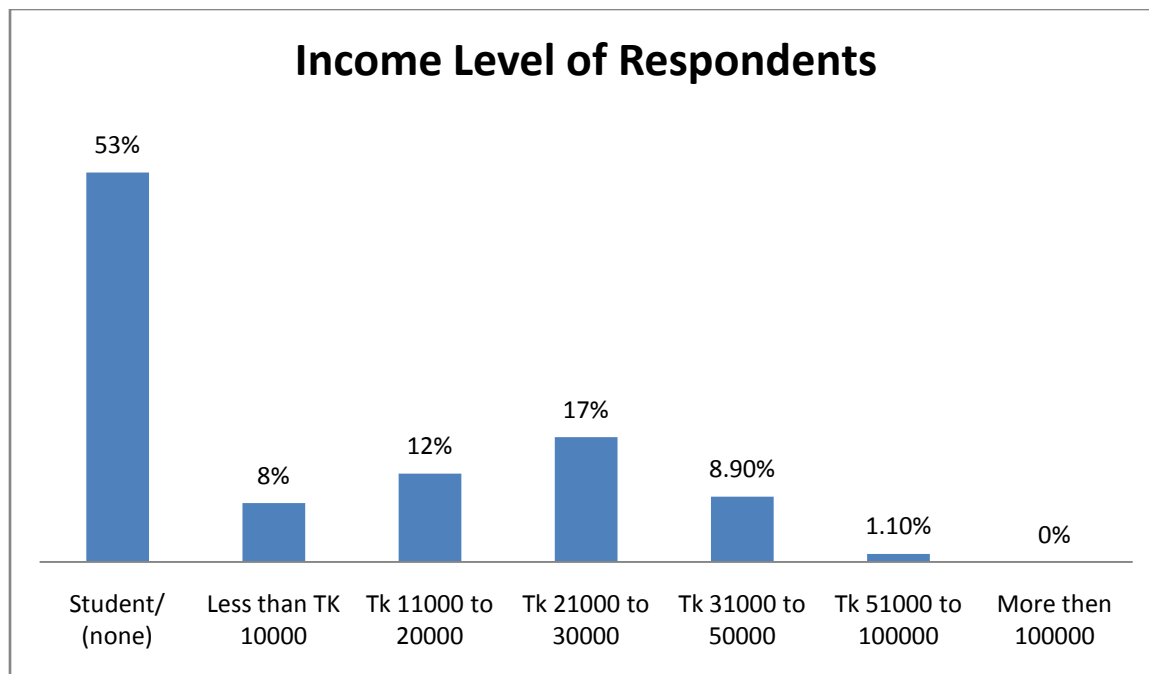
Graph: Income level of respondents

7.2.2 Section (B) Airtel Connection Information Analysis:

In this part of my survey I have tried to find out the users number among my respondent and each of them a Airtel users and the focal area of this portion is to find out the longevity of using Airtel, expense amounts and level of satisfaction of their.

- **Defining Airtel User:** Inmy first question, the respondents were asked about the operator they use. Basically it was a filtering question. And many of my survey respondents were removed from my respondents list as I was planning to make a report only focusing on Airtel users.

- **Defining Airtel Connection:** In the next question I asked which package they use. Pre-paid or Postpaid. The answer come like- 70% of my respondents use prepaid and rest of them use postpaid. The major reason was the rules of the regulatory commission (to avail a postpaid number a customer must submit his or her National Id and give some nonrefundable Fixed deposit). On the other hand a prepaid SIM is like plunge in and use after recharge.

- **Usage Duration:** Then my third question was- For how long you are using this Airtel number?

The response was like-

| Less than 6 months	6 Months-1 year	1-2 Years	2-3 Years	3-4 Years	4-5 Years	More than 5 years
17%	33%	21%	16%	7%	5%	1%
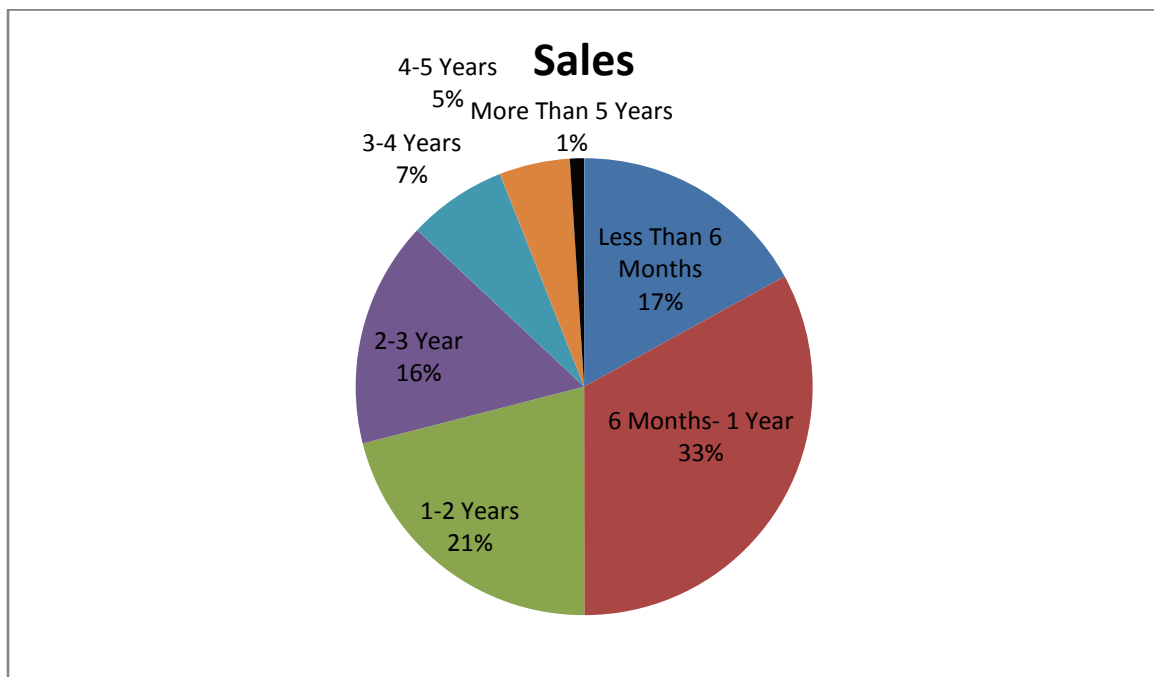
Graph: Usage Duration

The reasons of this type of answer are-

- ✓ Airtel is youngest operator of Telecom Industry.
- ✓ Customer of Bangladesh got a mentality of switching their telecom service provider and this type of attitude are been seen among the youth, as they search for low rate offers.
- ✓ The Postpaid users a low in number.

- **Monthly Expenditure for Mobile Phone:** The respondent had answered the fourth question of my surveygiven below-

Perameter	Less then 500 Taka	Tk 501-Tk1000	Tk 1001-Tk1500	Tk 1501-Tk2000	Tk 2001-Tk3000	Tk 3001-Tk5000	More then 5000 Taka
Response Percent (in decimal)	0.385714	0.31428571	0.1571429	0.0428571	0.028571	0.057143	0.014286
Response Count	27	22	11	3	2	4	1

Chart: Monthly expenditure of user
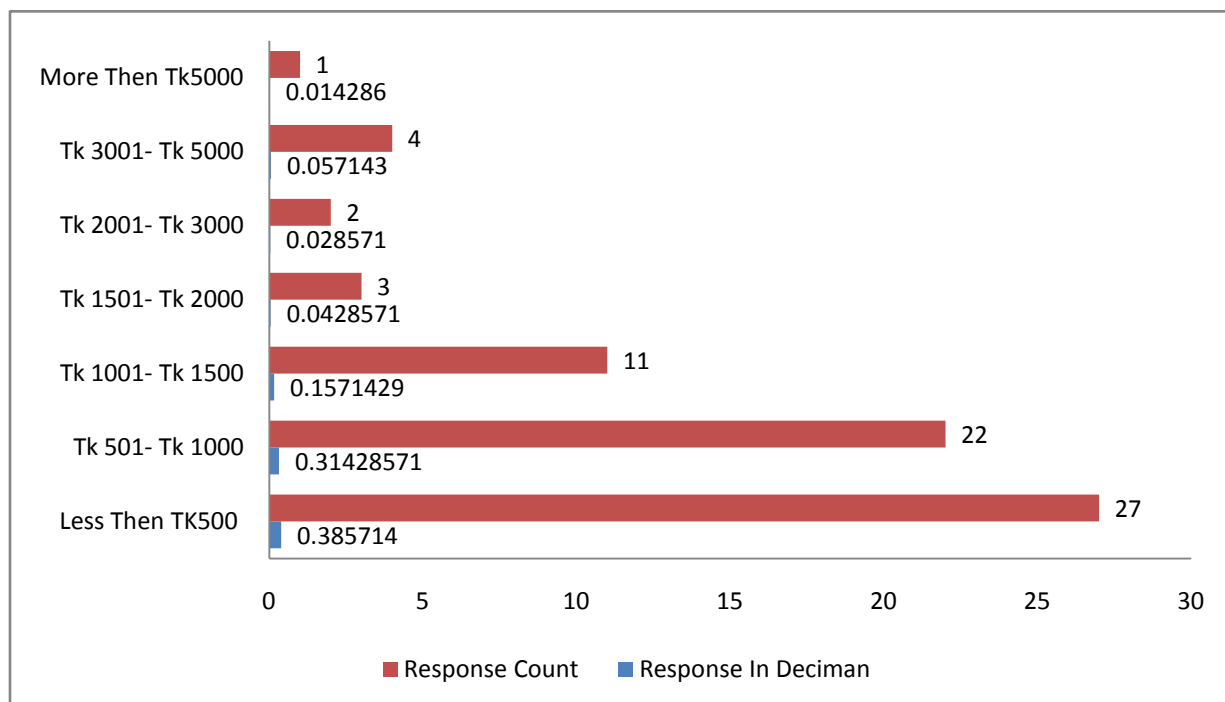
Graph: Monthly expenditure of user

- **Satisfaction Level:** While answering the last question of this section my respondents have faced the question of their satisfaction level during the period of using Airtel.

| Parameter	Very Dissatisfied	Dissatisfied	Neither Satisfied Nor Dissatisfied	Satisfied	Very Satisfied
Response in Percentage (in decimal)	0.5	0.24285714	0.157142857	0.1	0
Response Count	35	17	11	7	0

Chart: User satisfaction level

7.2.3 Section (C) 2G Information:

In the questioner of my survey there was a part call Section (C) in this part we talked about the 2G service and the Internet services and the packages of Airtel.

- I asked them – Do they use Airtel Internet? And the 60 percent of my respondent said YES and rest of them said NO.
- Among the positive 60% respondent were asked again which package they use most and they said that the weekly package and the package of 1 GB is the most preferred package among all the GPRS packages.
- **Usage Area:** The last question of this section was about their usage area. Survey results showed that-

Download Images & Videos	Download Music	Download Movies	Download Games	Social Networking	News and Sports	Apps Store	Mob Back-up service	Photo Editing	Mailing
14%	25%	1%	1%	35%	6%	9%	0%	2%	7%

Chart: Internet usage area

Internet Usage Area
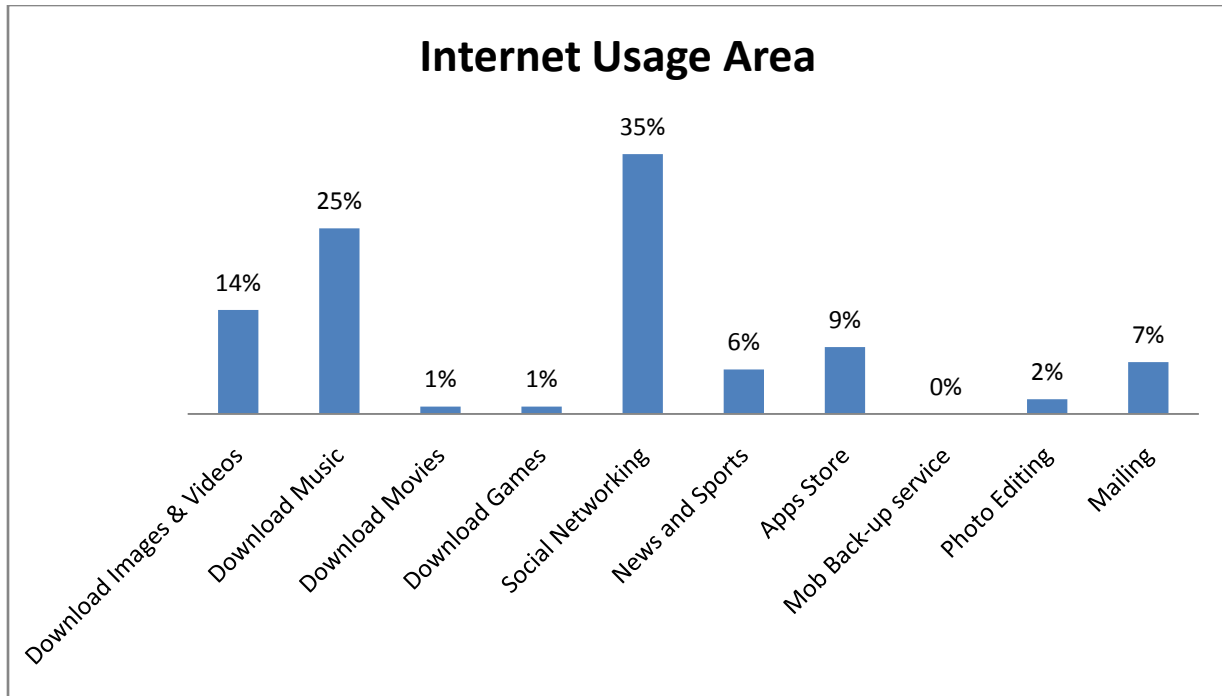
Graph: Internet Usage Area

7.2.4 Section (D) Airtel 3G Information:

In my fourth subdivision of my questionnaire named Section (D), I tried to find out the opinions and the knowledge about 3G service and the future prospect of Airtel as a 3G service provider in Bangladesh.

- When I asked do they know about 3G service the answers were-
    - ✓ YES-99%
    - ✓ NO-1%
- When I asked- Will you use 3G if Airtel launches it?
    - ✓ YES- 49%
    - ✓ NO- 51%

- **Expectation form 3G Connection:**

| Parameter	Fast Connectivity	Affordability	Updated Information	Clarity in terms of long distance usage	More usage	Speed
Response Percent	24.28571429	27.14285714	2.857142857	10	2.857143	32.85714
Response Count	17	19	2	7	2	23

Chart: Expectation from Airtel 3G connection

- **Expectation from 3G VAS:** Respondent expect few basic VAS from 3G network. The result has been shown in term of respondent's number.

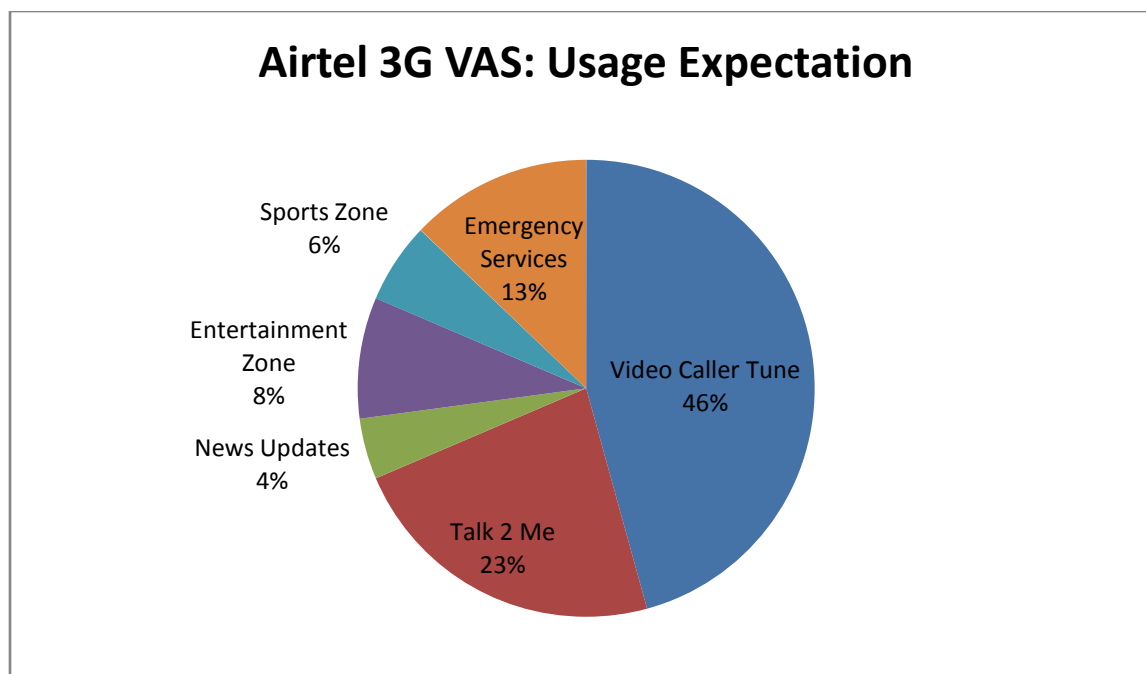| Content	Video call	Video conference	Live Tv/ Mobile TV	3G games	Online Movies / Videos	Live News/ Breaking News	Live Sports Updates or Highlights	Security Solution (You can see what is happening in your office sitting home)	Others
Respondent Number	32	12	8	6	1	1	4	3	3

Chart: Response to Basic 3G VAS
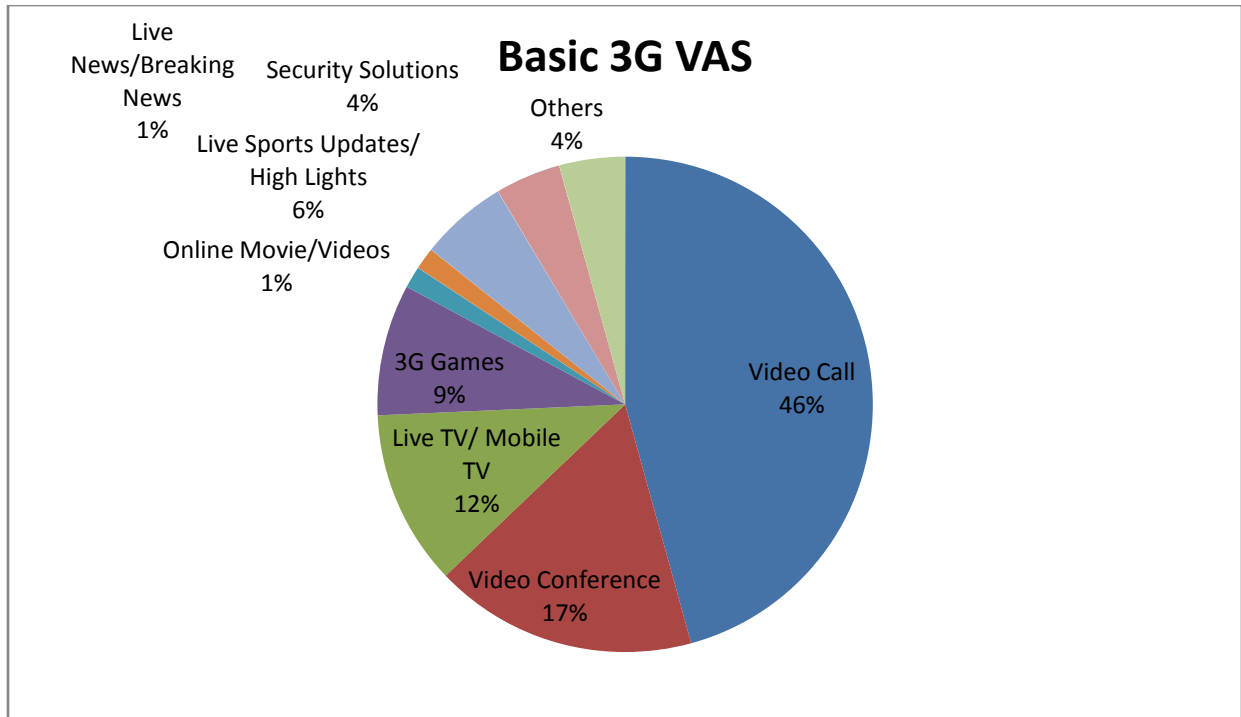
Graph: Response toBasic 3G VAS

- **Choosing from Airtel 3G VAS:** Respondents were asked to choose from the list of upcoming VAS of Airtel 3G. This is asked to know about the expectation of the Airtel user.

Content	Video Caller Tune (Caller will be able to see the music video of the caller tune song)	Talk 2 Me (Caller can Talk & See the celebrity through video call)	News Updates (User can see news video footage from their favorite news channel)	Entertainment Zone (User can get videos of their favorite celebs, gossips, update of upcoming movies, talks & reviews of Hollywood, Bollywood, Dhallywood and many more)	Sports Zone (Users can get current news of sports and highlights on demand)	Emergency Services (Will locate your current position & deliver emergency services like ambulance, blood, doctor etc. you don't have to tell where you are)
Respondent	32	16	3	6	4	9

Chart: Response to Airtel 3G VAS

Graph: Airtel 3G VAS Usage Expectation

## 7.2.1 Section (E) Opinion (Rate your thinking or expectation):

In this section, respondents are asked few questions about the current saticfaction level of using airtel connection, Future possibilities of Airtel 3G and its usage possibility. The response which came from this section is given below-

Parameter	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Question (1)-3G is needed to keep you updated in the near future?	1	0	4	9	56
Question (2)-3G can bring speed to social activity and media.	3	2	8	46	11
Question (3)-3G can connect people more effectively	5	9	10	27	19

Question (4)-3G can help a telecommunication company to serve their users more effectively	11	20	7	19	13
Question (5)-3G can be a success factor for Airtel Bangladesh if the company can provide all the services effectively described above?	13	13	10	20	14
Question (6)-You will be satisfied with Airtel connection if you will get all the services described above	2	5	3	14	46

Chart: User Satisfaction and expectation level
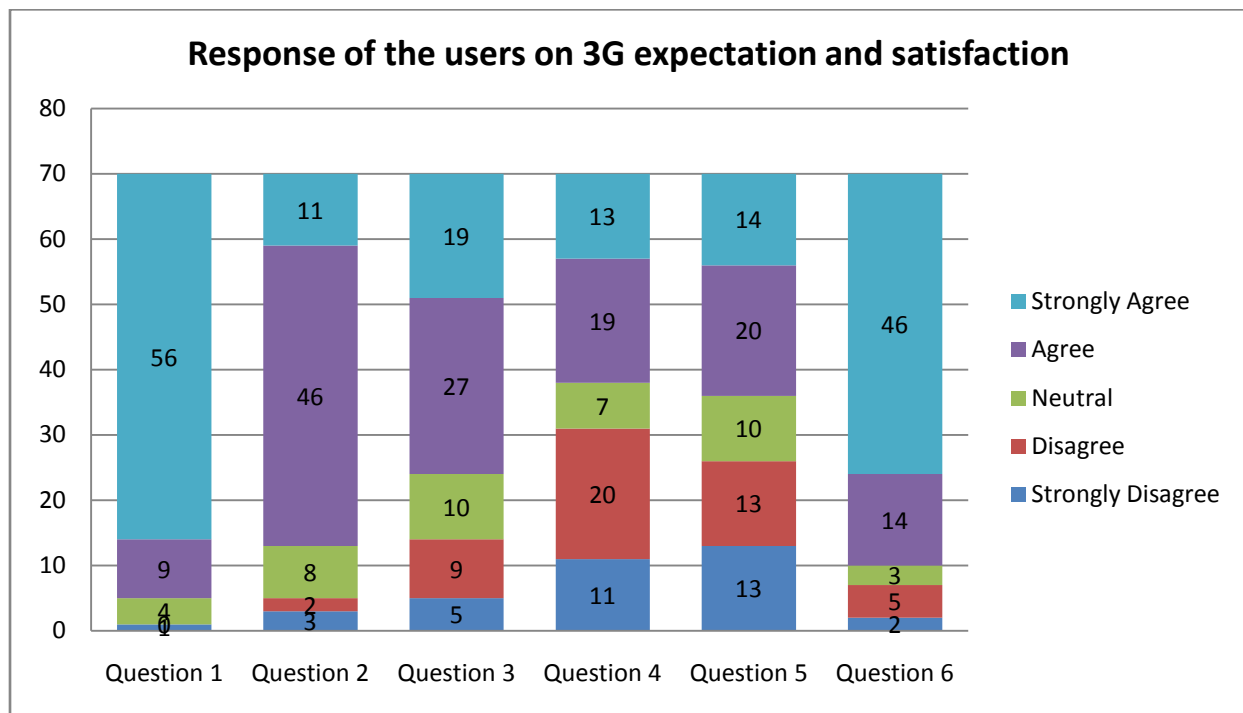
Graph: Response of the users on 3G expectation and satisfaction

Chapter 08

Recommendation

&

Conclusion

8.1 Feedback:

Following the result of the survey, the result which came out was that Airtel currently has strong brand recognition and within a short time it has gained popularity. But Airtel Bangdesh has some flaws solving which can lead them towards success. If Airtel Bangladesh can provide all the 3G services they have promised will surely help them for leap frog and win the race of being the leader.

8.2 Recommendations:

After completing this, I have come know some flaws and instability in the structure and infrastructure of Airtel Bangladesh which is stopping them to take the lead. If Airtel Bangladesh does not overcome these flaws very soon then it will be hard for 3G to lead airtel Bangladesh towards success.

Some recommendations which should be followed-

- Airtel Bangladesh should focus more on network infrastructure before taking any other renovation and launch something new.
- Airtel should not focus only on teenage of young stars. They should grab the attention of other age group.
- Should focus more on spending on network improvements than promotion & advertisements.
- Airtel Bangladesh should take proper care of their current users to maintain a better relationship.
- Before launching 3G, Airtel Bangladesh should make a proper research to make the VAS's more effective.
- Airtel Bangladesh should give extra care and facilities to postpaid customers as they can be potential user for 3G.
- 3G VAS's should be affordable to the target and new customers of Airtel Bangladesh.

8.3. Conclusion:

Airtel Bangladesh is new to the industry but it has a strong potential to be in the leading position in the industry as its mother company Bharti Airtel Limited is one of the largest telecommunication operator in the world. If Airtel can bring the latest technology to the fingertip with lowest flaws and highest affordability then it will be very easy for them to climb up the stairs of success. Airtel Bangladesh is aiming to launch 3G which new in Asia and latest for Bangladesh. If airtel Bangladesh can serve all the services described in this report and beyond that with a vision of helping and serving the customer with the highest satisfaction then 3G will be the future success factor for Airtel Bangladesh till the next technology arrives.

Appendix

Appendix 1

Department: VAS (Airtel Bangladesh)
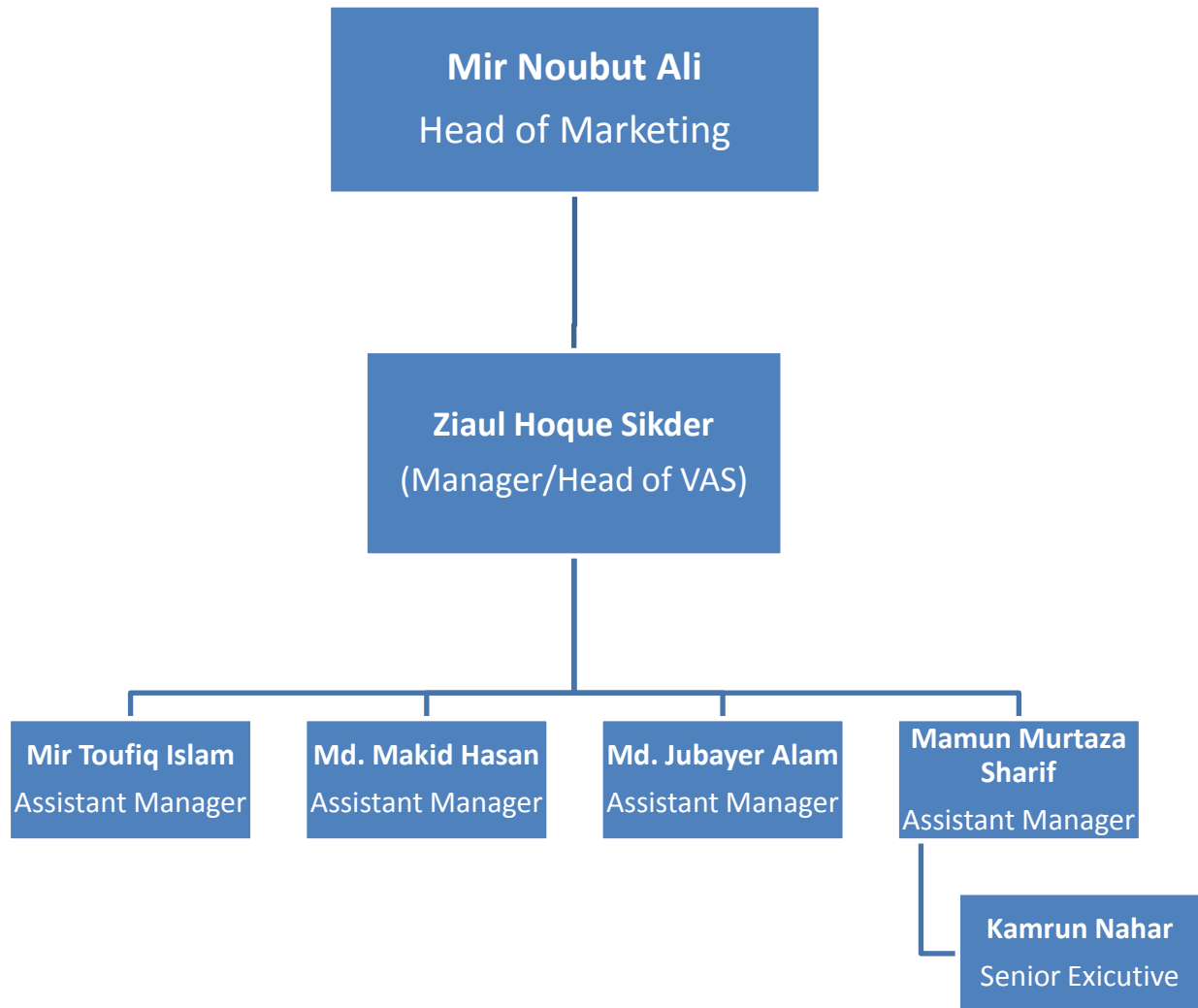
Chart: Hierarchy of Airtel Bnagladesh, Department of VAS

Appendix 2

Survey Questionnaire:

Section (A) Demographic Information

Sl. No.

Q. A (1) — Name:

Q. A (2) — Gender | Male | Female

Q. A (3) — Age:

Q. A (4) — Occupation

Student	Businessman	Unemployed	Homemaker	Service holder
Government Official	Corporate personnel	Freelancer	Self Employed	Entrepreneur	Retiree

Q. A (5) — Education level

No formal education	Primary School	Secondary School	Higher Secondary School	Bachelors/ Certificate/ Diploma	Degree	Honors	Masters or above

Q. A (6) — Monthly income

Student/ (none)	Less then TK 10000	Tk 11000 to 20000	Tk 21000 to 30000	Tk 31000 to 50000	Tk 51000 to 100000	More then 100000

Section (B) Airtel Connection Information

Q. B (1)	Cell No.(1st 6 Digit). This is just for confirmation.

0	1	6			

Q. B (2)	What are you using?

Pre-paid	Post-paid

Q. B (3)	For how long you are using this Airtel number?

Less then 6 months	6 Months-1 year	1-2 Years	2-3 Years	3-4 Years	4-5 Years	More then 5 years

Q. B (4)	What is your mobile phone monthly expenditure?

Less then 500 Taka	Tk 501-Tk1000	Tk 1001-Tk1500	Tk 1501-Tk2000	Tk 2001-Tk3000	Tk 3001-Tk5000	More then 5000 Taka

Q. B (5)	What is the satisfaction level of your current Airtel connection?

Very Dissatisfied	Dissatisfied	Neither Satisfied Nor Dissatisfied	Satisfied	Very Satisfied

Section (C) 2G Information

| Q. C (1) | Do you use Airtel internet? |

| Yes | No |

| Q. C (2) | Which internet package do you use? |

10MB @ Tk10/1 day	17MB @ Tk17/7days	20M @ Tk20/7days	25MB @ Tk25/7days	27MB @ TK27/7days	55MB @ Tk50 /7days	1GB @ Tk275/Month	Others

| Q. C (3) | What do you do by using 2G?**(You can choose max 3 option)** |

Download Images & Videos	Download Music	Download Movies	Download Games	Social Networking
News and Sports	Apps Store	Mob Back-up service	Photo Editing	Mailing

Section (D) 3G Information

| Q. D (1) | Do you know about 3G? |

| Yes | No |

| Q. D (2) | Will you use 3G if Airtel launches it? |

| Yes | No |

Q. D (3)	Which is more important for you during the use of Airtel 3G?**(You can choose only one)**

Fast Connectivity	Affordability	Updated Information	Clarity in terms of long distance usage	More usage	Speed

Q. D (4)	What are the services you will use through 3G?**(You can choose max 3 option)**

Video call	Video conference	Live Tv/ Mobile TV	3G games	Online Movies / Videos	Live News/ Breaking News	Live Sports Updates or Highlights	Security Solution (You can see what is happening in your office sitting home)	Others

Q. D (5)	Which 3G VAS or Value Added Service/services will you choose?**(You can choose only 1 option)**

Video Caller Tune (Caller will be able to see the music video of the caller tune song)	**Talk 2 Me** (Caller can Talk & See the celebrity through video call)	**News Updates** (User can see news video footage from their favorite news channel)	**Entertainment Zone** (User can get videos of their favorite celebs, gossips, update of upcoming movies, talks & reviews of Hollywood, Bollywood, Dhallywood and many more.	**Sports Zone** (Users can get current news of sports and highlights on demand)	**Emergency Services** (Will locate your current position & deliver emergency services like ambulance, blood, doctor etc. you don't have to tell where you are)

Section (E) Opinion (Rate your thinking or expectation)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q. E (1)	3G is needed to keep you updated in the near future	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q. E (2)	3G can bring speed to social activity and media.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q. E (3)	3G can connect people more effectively	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q. E (4)	3G can help a telecommunication company to serve their users more effectively	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q. E (5)	3G can be a success factor for Airtel Bangladesh if the company can provide all the services effectively described above?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q. E (6)	You will be satisfied with Airtel connection if you will get all the services described above	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Abbreviation

- MSISDN: Mobile Station Integrated Services Digital Network

- BTRC: Bangladesh Telecommunication Regulatory Commission

- GSM: Global System for Mobile

- HSCSD: High Speed Circuit Switched Data

- CDMA: Code Division Multiple Access.

- WAP: Wireless Application Protocol

- MMS: Multimedia Messaging Service

- GPRS: General Packet Radio Service

- EDGE: Enhanced Data Rates for Global Evolution

- RTT: Radio *Type* Tested

- EGPRS: Enhanced General Packet Radio Service

- AT&T: American Telephone and Telegraph Company .

- UMTS: Universal Mobile Telecommunications System

- PDA: Personal Digital Assistant