



**Internship Report On
Comparative Market Analysis of RobiAxiata LTD**





Inspiring Excellence

Course Code: BUS400
Internship Report On

Comparative Market Analysis of RobiAxiata LTD

Submitted By,
Anika Tasneem
ID: 12204048
BRAC Business School

Submitted to,
Tania Akter
Lecturer
BRAC Business School

Letter of transmittal

December 17, 2016

Tania Akter,

Lecturer,

BRAC Business School,

BRAC University,

66, Mohakhali, Dhaka-1212.

Subject: Submission of Internship Report.

Dear Madam,

It gives me enormous pleasure to submit my internship report that I have completed as part of fulfilling the requirement for the Internship (BUS 400) course from BRAC Business School. I have completed my internship program from RobiAxiata Bangladesh Limited. And I have tried my best to make an effective and credible Internship Report. The report contains a comprehensive study on “Comparative Market Analysis of RobiAxiata LTD”. It was a great delight for me to have the opportunity to work on the above-mentioned subject.

It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. I will be grateful to you if you accept the report.

Thank you.

Sincerely yours,

AnikaTasneem

ID: 12204048

Acknowledgement

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I am deeply indebted to my reverend supervisor, Ms Tania Akter , Lecturer in Marketing, BRAC Business School. I would like to thank my supervisor Salauddin Ahmed, General Manager, of respective department of Voice And Product for accepting me as a potential intern. Moreover I would like to convey my gratitude to my RobiAxiata Ltd fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things. All of them are very frank and helpful. Last but not the least; I am highly thankful to my parents and also my friends whose enormous helps assist me to complete my report.

Table of content

Chapter -1.....	2
(Organizational Overview)	2
1.1 Company Background	2
1.2: Objective, Purpose, Mission, Vision of the Company.....	3
1.3: Organization Organogram	4
1.4: Divisions of Robi Axiata Limited.....	5
1.5: Robi’s Product and Services	5
1.6: Robi’s Subscriber Rate Based on Location	7
1.7: Job Responsibilities as an Intern.....	9
Chapter -2.....	11
2.1: Comparative Market Analysis of Robi Axiata LTD.....	11
2.2: Objective of the Report.....	12
2.3: Research Methodology	13
2.4: Comparison of Operators Based on Number of Subscribers.....	14
2.5: Comparison of Robi’s Packages with Competitors	15
2.7: Customer Satisfaction and Dissatisfaction	26
2.8: Findings	27
2.9: Limitations	28
2.10: Conclusion	29
2.11: Recommendations.....	30
Chapter 3.....	32
3.1: Appendix.....	32
Questionnaire	32
3.2: Reference	34

Executive Summary

This is a report on ‘Comparative Market Analysis of RobiAxiata LTD’. Since I have done my internship under market operations, my project is about their comparative market analysis. RobiAxiata Limited was formerly known as Telekom Malaysia International (Bangladesh) and recently it has merged with another telecom operator which is Airtel Bangladesh. The company’s objectives, purpose, vision and mission are also given in this report. Company’s managerial structure and divisions are shown here. Rob offers mainly three types of products and services, which are Prepaid/postpaid packages, internet and VAS. The comparison of Robi’s different packages with other operators’ is shown in table form. My job at Robi is described in this report which includes my routine works and other different works at internship. I have done some surveys and analyzed them which were based on customer preference, customer satisfaction and dissatisfaction, operator preference based on different characteristics and the results are described in the report. There were some limitations while preparing the report. Finally I had some recommendation to Robi which I felt would be beneficial for them to follow.

Chapter -1

(Organizational Overview)

1.1 Company Background

RobiAxiata Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel. Aktel was formed as a joint-venture between Telekom Malaysia and A.K. Khan Company. At that time the company was facing tough time due to fierce competition in terms of revenue and subscribers from the rival companies specially GrameenPhone. Aktel struggled to survive in the market by implementing various strategies including reducing the tariffs. But due to lack of attractive packages and marketing strategy they failed to keep their market share. After lots of ups and down in the business the company decided to rebrand and reposition them in the market. On 28th March, 2010, Aktel became a joint venture company named RobiAxiata Limited between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. The service name was rebranded as Robi and the company came to be known as RobiAxiata Limited. With the transformation of its ownership and brand name its logo has also changed. Later, the joint venture company decided to change their strategy by changing their brand name as “Robi”. They come up with a new slogan “Ignite with your own power”. Their new marketing strategy was also very successful. They try to follow the Bengali culture related marketing strategy which was reflected in their logo and other marketing approach. With the new marketing strategy they were successful to regain market share. By the end of 2012, Robi regained 2nd position in the telecom industry. Robi was successful because of their market penetration pricing strategy. In order to expand and improve network coverage and youth based market share, RobiAxiata Limited and BhartiAirtel Limited merged and became RobiAxiata Limited. In November 2016, the merger of Robi and Airtel came into effect and became the first merger of Bangladesh telecom sector. The merged company has the widest network coverage to 99% of the population with over 13,900 on-air sites of which over 8,000 are 3.5G sites. (wiki/RobiAxiata LTD, 2016)

1.2: Objective, Purpose, Mission, Vision of the Company

Objective of the Company:

“Robi started its commercial operations journey as a GSM cellular phone operator to provide the state-of-the-art and modern telecommunication services to the people of Bangladesh at competitive prices”. (RobiAxiata LTD Book, 2016)

Purpose

“Robi’s main purpose is to empower their customers. Their statement is that, “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.”

They also claim that, “We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders.”(RobiAxiata LTD Book, 2016)

Mission

"Robi aims to achieve its vision thorough being one not only in terms of market share, but also by being an employer of choice with up to date knowledge and products geared to address the ever changing needs of our budding nation.”(RobiAxiata LTD Book, 2016)

Vision:

"To be a leader as a Telecommunication Service provider in Bangladesh.” (RobiAxiata LTD Book, 2016)

1.3: Organization Organogram

Every organization follows a structural hierarchy. Similarly Robi also follows a structural hierarchy and it is well defined in each division. The organization organogram of RobiAxiataLTD is as follows:

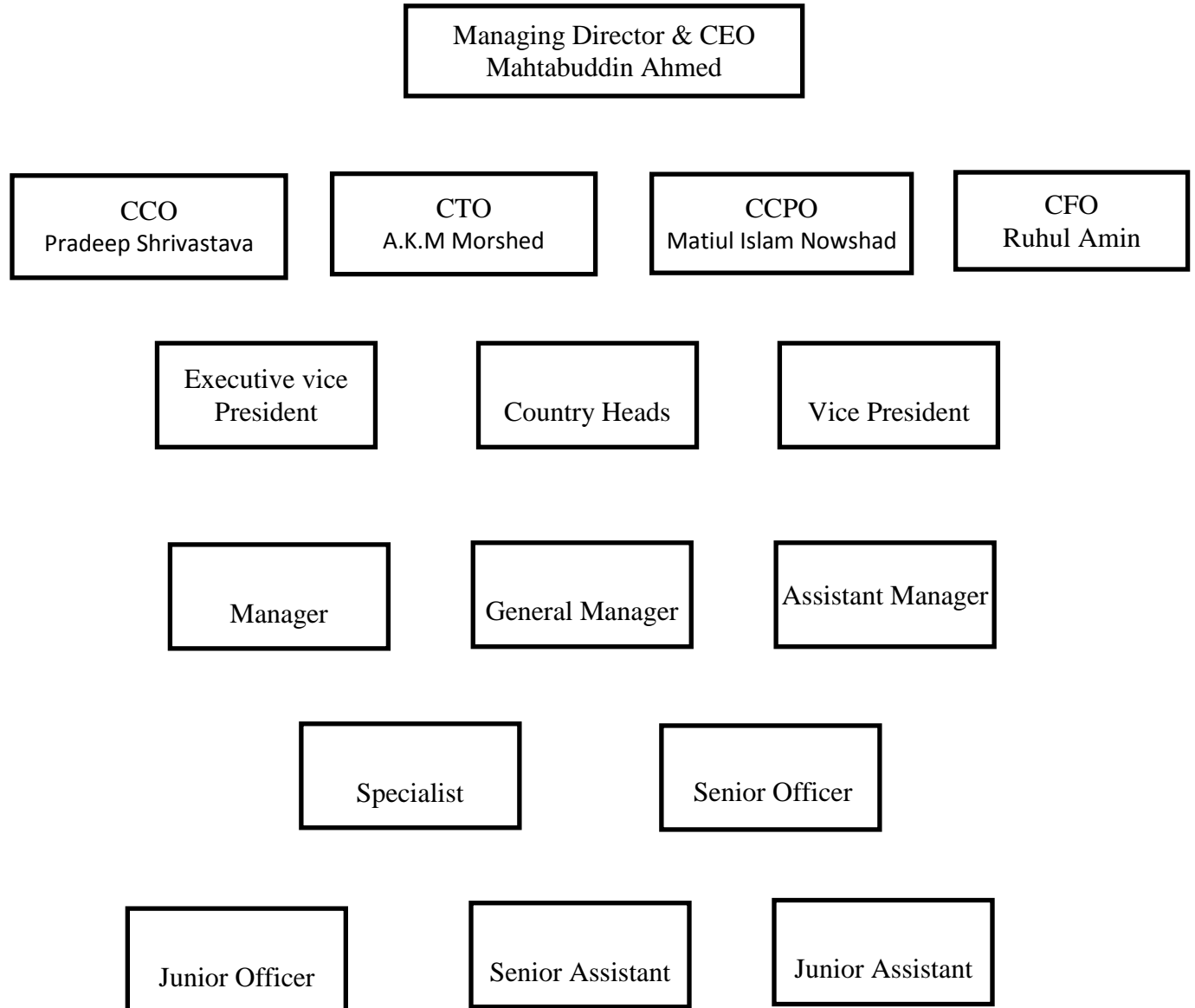


Figure-1.1: Organizational Hierarchy

1.4: Divisions of RobiAxiata Limited

There are mainly 10 divisions at RobiAxiata Limited.

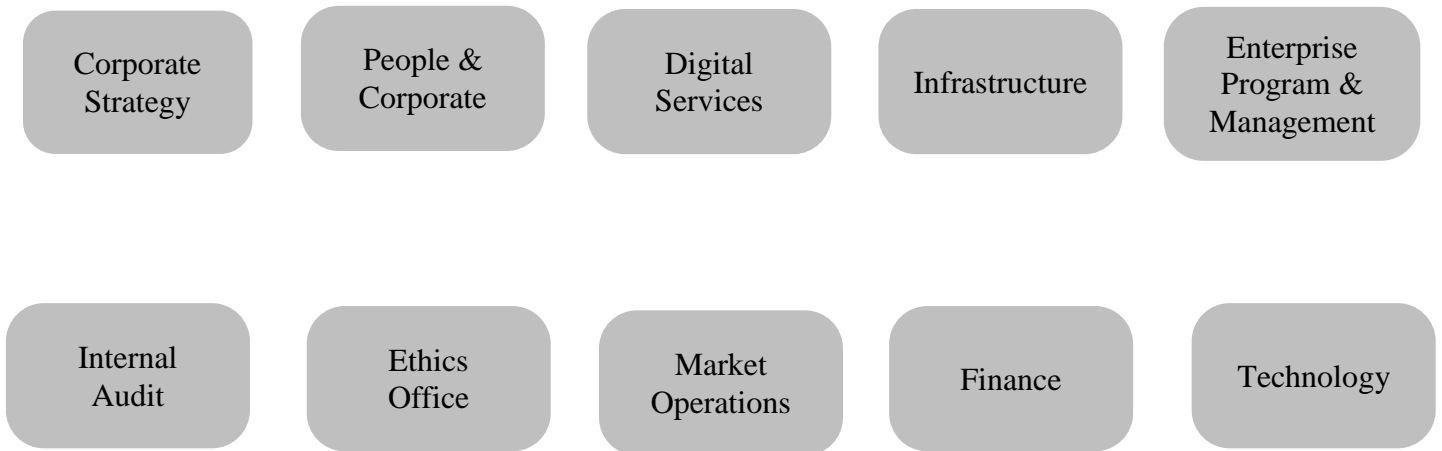


Figure 1.2: Robi's operational divisions

1.5: Robi's Product and Services

As a telecom operator, Robi's products are basically their prepaid and postpaid packages. They are as follows:

Postpaid:

Robi postpaid packages have two type of different tariff plan- pack 1 & pack 2. Under the postpaid packages there are some bundle and bonus offer that a customer can enjoy.

Prepaid:

Currently Robi is offering six prepaid plan for different variety of customer. Its prepaid packages are-Unlimited FnF, Nobanno 37,Hoot Hut Chomok 32, Robi Club34, Goti 36 and Shorol 39.

Packages Name	Target Customer
<p>Shorol 39</p> 	<p>A package with stable call rate. For Those customers who talk mostly in one number which is called the “Priyo” number</p>
<p>Goti 36</p> 	<p>This package is basically a flat rate package where there is only one call rate for every number, for 24 hours.</p>
<p>Robi club 34</p> 	<p>This is an onnet based package where people get benefit when they call Robi numbers.</p>
<p>Unlimited FnF</p> 	<p>This is a package for those subscribers who talk to lots of their family and friends.</p>
<p>Nobanno 37</p> 	<p>For those who talk in off peak hour, mostly in the night</p>
<p>Hut Hat chomok 32</p> 	<p>For those who talk equally in on net and off net numbers and need a standards and balance call rate</p>

The prepaid packages and its focus characteristics are given below:

Table-1.1 :Robi’s prepaid packages

Internet:

Robi is offering 3.5G internet which is the third generation of mobile communication technology. This gives the customer the experience of high speed browsing more than three times faster than 2G. This is the upgrade version of 3G that offers higher mobile Internet speed of up to 21 Mbps. On the hand 3G can only offer up to 384Kbps speed. With the help of 3G

device and Robi's 3.5G technology, one can make video call, watch live TV and enjoy the high speed access.

Value Added Service (VAS):

Robi have number of Value added service for their customer. Many of the service are introduce first in Bangladesh such as Phone backup, Call block, Café8000, BalanceTransfer,Robi Radio, Missedcallalert, Push mail. The VAS include missed call alert Social & Chat, Music, Finance & Career, Information service, Robi news service, Islamic services, Lifestyle & Education, Loyalty program, Entertainment.

1.6: Robi's Subscriber Rate Based on Location

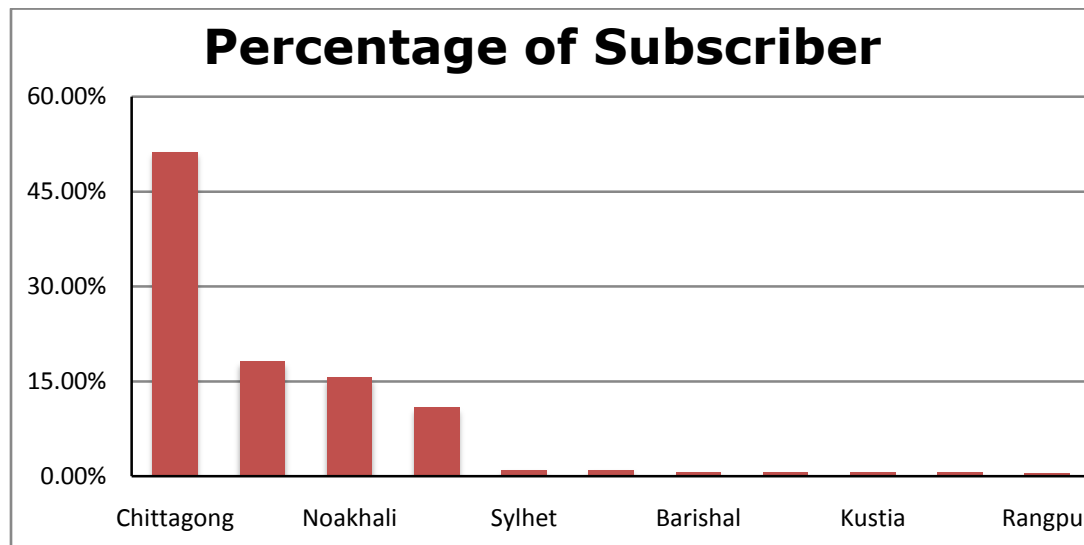


Chart-1.1 : Percentage of Robi's Subscribers

District	Count
Chittagong	51.2%
Dhaka	18.1%
Noakhali	15.5%
Comilla	10.8%
Sylhet	0.9%
Mymensing	0.9%
Barishal	0.6%
Khulna	0.5%
Kustia	0.5%
Rajshahi	0.5%
Rangpur	0.4%

Table-1.2: Percentage of Robi's Subscribers

Based on locations, most of the subscribers of Robi are located in Chittagong. This is why Robi focuses more on Chittagong than any other area. Their business is mainly Chittagong based. Dhaka is in second position with 18.1% subscribers. Then Noakhali has 15.5% customers. Then there are Sylhet, Mymensing, Barisal, Khulna, Kushtia and Rangpur with fewer subscribers.

1.7: Job Responsibilities as an Intern

At RobiAxiata LTD I was assigned as an intern in the team Voice and Product which is the sub-department of “Market Operation”. The team is basically about voice calls, making offers for voice calls and acquisition. Through my team members I have learnt so many things about telecoms, how they work, how they make offers, while making offers and running campaigns which things should be considered and many more things. And not only voice team’s work, I had to do another team’s work which is CLM (Customer Lifecycle Management). So, I gained a lot of knowledge and experience by working in two different teams.

So, if I talk about my duties and works as an intern at RobiAxiata LTD, at first I would write about the routine works I used to do there. On the first day of my internship my supervisor asked me to go through all newspapers and check the websites of our competitors’ (GP, Banglalink, Airtel) to check on their new offers. Then if there were any I had to make power point presentations on them and send it to my team. Also I had to make comparisons of packages and offers between the competitors. And another interesting part of my job was to look for international campaigns by the telecoms all over the world. Updating the changes of packages and offers by Robi and also by competitors.

Then another duty which was actually the most important one was sending communication to customers. This is called work-order. We all get sms of offers from our mobile operators and the process to send these offers and setting communication with our customers is work-order. This was actually the work of another team, but since they did not have any interns I had to do this task. These different types of offers are sent to the customers based on their usage pattern, recharge amount and some other characteristics. For this process there is a server where I have to attach a file of customer number list and write other details like the text, number count, date etc and send it to the IT so they could send those sms to the customers.

Other than sending communication or work-orders there was another routine work which was making the daily RTPE report. There is this website or server of Robi where they can record the

number of customers who have seen the offer texts, who have taken the offers. So, I have to take all the informations and counts of those customers and those campaigns and create an excel file. The RTPE report helps the campaign managers to to know which offers are liked by the customers, which offers should be promoted more or even which campaigns should be stopped.

Another task which was not a routine work but I had to do 3-4 times was customer survey. There were random numbers of customers and I had to call them up and ask questions about our offers and service and sometimes also their preference or know their problems. These surveys help the company to know their customers and make their service better and make campaigns that is best for different customer segments.

Basically these where the tasks that I had to do during my internship. Through my working experience and my teammates I got to understand the telco operations and different functions, how things work.

Chapter -2

2.1: Comparative Market Analysis of RobiAxiata LTD

Telecommunication Companies play a vital role in communication and social condition of a country. RobiAxiata which is a renowned Telecom Industry in Bangladesh is contributing its service to every sector of people. This Telecom Industry plays a significant impact on the growth of communication and Internet service of this country. Robi is truly a people-oriented brand of Bangladesh. Robi's market operation is a huge department and I just worked in one team. So, I wanted to make the comparative analysis of RobiAxiata LTD based on the works I have done. To analyze the comparative market condition I wanted to compare their prepaid packages with that of the competitors. Then there are some other analysis which I had to analyze based on surveys that I had previously done.

The comparative market analysis is actually a very broad concept. It is not actually possible to do such analysis within such a short period of time. So, I decided to narrow it down and take some parts of it to analyze.

Some of the parts could not be covered because the informations needed were very confidential. Like I wanted to do an analysis on Robi's market performance but it is very confidential, so I could not include that part in my report.

2.2: Objective of the Report

The objective of my internship report can be seen from two different perspectives. They are:

1. Broad Objective
2. Specific Objective

Broad Objective:

The broad objective of this report is to study the comparative market analysis of RobiAxiata LTD.

Specific Objective:

These objectives are the study objectives. They are as follows:

- To give the background information and an overview of RobiAxiata LTD
- Describing my job as an intern at RobiAxiata LTD
- Comparing Robi's packages with other operators' packages.
- Knowing customer preference through survey.
- Finding out which things should be improved by Robi to gain more success.

2.3: Research Methodology

This report is based on the information collected from different sources following a specific methodology. The details are as follows:

Primary Sources

- Regular desk works
- Surveying customers
- Discussions with team members
- Personal observations

Secondary Sources

- Robi and other operators' website
- Robi's internal documents
- Different articles on telecoms

The research done for this report is a descriptive and qualitative one. Which reveals the comparative market analysis of RobiAxiata LTD. All the information used for this report is collected from the primary and secondary sources mentioned above.

2.4: Comparison of Operators Based on Number of Subscribers

Before comparing all the operators packages, we must know the number of people using those operators' sim.

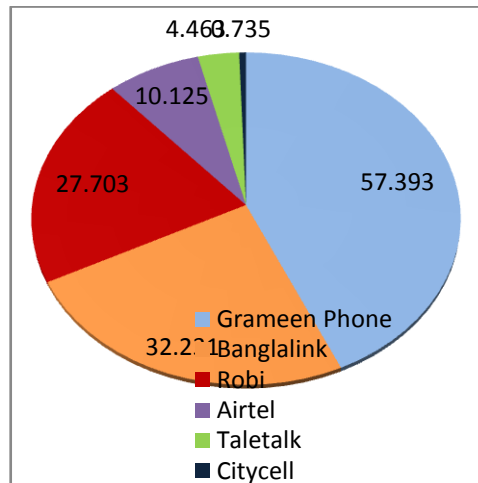


Chart:2.1- Mobile Phone Subscribers in Bangladesh June, 2016

Source: BTRC

From the chart we know that Grameen Phone is the market leader in terms of number of customers. So, Grameen phone have 57.393 million customers. Banglalink holds the second position having 32.231 millions. Robi is at the third position but they are expecting to change the scenario since they have merged with Airtel. However, we have other companies like Teletalk and Citycell surviving in the market with very low amount of subscription rate which is 4.463 and 0.735 million.

2.5: Comparison of Robi's Packages with Competitors

In the job responsibility part I have mentioned my routine works. Among them one of the important task was to check and update any change in the packages in of any of the operators (Robi, GP, Banglalink, Airtel). So I had to prepare a table based on certain criteria of operator's packages. With that table we can easily compare similar packages among different operators. Here are some of the word meanings which are used in telecoms:

On net= Within the same operator's number

Off net= Different operator's number

Peak= The hours when call rate is high

Off peak= The hours when call rate is low

Flat Rate= The call rate of a package which is same for all the local numbers for 24 hours

Rate cutter= Different call rate for different numbers in different time period of the day

So, based on different factors the comparison of packages among different operators are made. Those comparisons helps us to understand those packages, the call rates, nature of packages etc. The comparisons are as follows:

Package based on Flat Call Rate

Flat Rate product		Robi	GP	BL			Airtel
		Goti 36	Nishchinto	Desh 1 rate	Desh 1 rate Darun	1 Second Pulse	Ajibon 1p/sec
Voice Call rate	On net	20 P/10 S	21 P/10 S	20.83 P/10 S	20.5 P/10 S	2.2 P/ S	1p/s
	Off net						
FNF Call Rate	Peak						
	Offpeak						
SFNF					N/A		
SMS	On net	50 P/SMS	50 P/SMS	50 P/SMS	50 P/SMS	50 P/SMS	39 P/SMS
	Off net						
MMS				5 TK/MMS	5 TK/MMS	5	
Other feature				Nil	Nil	Nil	Recharge BDT 129

Table- 2.1 :Comparison of packages based on flat call rate

The packages mentioned above are basically flat rate packages. Which means there is only one call rate for any local number for 24 hours. And from the table we can see that Robi is giving the lowest call flat call rate among these three. This type of package is perfect for the people who talk in same or different operator and doesn't like any kind of hassle of time band or Fnf.

On-net Based Packages

On net focus Product			Robi	GP	BL
			Robi Club	Djuice	Desh Hello
Voice	On net	Off Peak	12 P/ 10 S (12am-4pm)	27.5 P/10S	22 P/10S
		Peak	23 P/ 10 S (4pm-12am)		
	Off net	Off Peak	23 P/ 10 S	27.5 P/10S	11.33 P/10S
		Peak			
FnF	Call	24H		11.5 P/10S	5 P/10S
Community	SMS			11.5 P/10S	
SMS	On net	24 H	50 P/SMS	50 P/SMS	50 P/SMS
	Off net				
Other feature				Community= 10 FnF	One FnF, 5Tk/MMS

Table -2.2: Comparison of packages based on on-net packages

On net call means the call between the same service operators. These type of packages are basically for those subscribers who talk with people within the same operator. In this category Robi has the package called Robi club 34 where there are different call rates for calls between Robi subscribers and calls with other operator's subscribers. Similarly, Grameen Phone and Banglalink have this type of packages like GP has Djuice and banglalink has Desh Hello but a difference is they are offering FnF call rate too. Different operator are giving different offers but the main focus is the on-net user.

Packages Based on FnF

FNF product offer		Robi		GP		BL	
		Unlimited FnF	Shorol	Bondhu	Smile	BL Play	Desh 10 FNF
No of FNF		80 at most	0	17	3	18	9
No of Super FNF		80 at most	1	1		1	1
FNF Call rate	On net	1.1p/1sec (Peak) 0.7p/1sec (Off Peak)	NA	11.5P/ 10 S	11.5 P/10 S	0.8 P/1S (12AM-4PM) 1.1 p/ 1S (4PM-12AM)	11 P/10S (12AM-4PM) 15p/ 10S (4PM-12AM)
	Off net	1.1p/1sec				11 P/10 S	

Super FNF Call rate	On net		5P / 10 S	5.5 P/ 10 S		0.5 P/ S	6 P/10 S (12AM-4PM) 7 P /10 S (4PM-12AM)
	Off net						
Voice Call rate	On net	2.2p/1sec (Off Peak) 2.5p/1sec (Peak)	22 p/10S	27.5 P/10 S	28 P / 10 S	16.67 P/10 S(12AM-4PM) 25.83 P/ 10 S (4PM-12AM)	27 p/ 10S
	Off net		22 p/10S				28.67 p/ 10S

SMS	All	50 P/SMS	50 P/SMS	50 P/SMS	50 P/SMS	50 P/SMS	50 P/SMS
	FNF					29p/sms	
Internet							
Other feature		unlimited SMS: 60Robi-Robi & 40 Robi-Others, for Tk.5, 2 Days validity		New Connection Price BDT200	N/A	9 mb Tk. 3/day, 5TK/MM S	5 TK/MMS

Table - 2.3: Comparison of packages based on FnF

FnF package offers are a bit difficult to understand. They are mainly for those people who talk a lot with specific people like their family and friends. From the chart given above, we can see that Robi, GP, Banglalink all the operators have this type of FnF focused packages. The reason I said these packages are a bit difficult to understand is there are different types of tariff rates or call rates. One is for the FnF numbers, and a different tariff rate for other numbers. Here Robi is giving the highest numbers of FnF but Banglalink is giving the lowest call rate. There is also super FnF number who get even a lower call rate. Mostly operators offer only one super FnF number.

Time focused packages

Time focus			Nobanno	NA	Desh
Voice	on net	Non FnF	6 P/ 10 S (10pm-8am)		26 P/10S (10pm-8am)
			20 P/ 10 S (8am-10pm)		26 P/10S (8am-10pm)
	FnF	10 P/10S (10pm-8am) 11 P/10S (8am-10pm)			
	off net				
SMS		24 H	50 P/SMS		50 P/SMS

Table- 2.4: Comparison of packages based on time focus

These packages are basically focused on a specific time slot. These are peak hours and off peak hours. Peak hours are the hours when the call rate is high and during off peak hours the call rate is low. Mostly the off peak hours are during night. Only Robi and Banglalink are offering this time focused packages. Robi has Nobanno and Banglalink has Desh. These packages are basically for those who talk at night.

2.6: Some Survey Analysis

I have mentioned earlier, that a part of my job was to do surveys on customers. Sometimes it was on new customers, sometimes I had to call customers who were not using their numbers much. Also there were some survey results that were done and analyzed by other people. So, I have analyzed those survey results to find out customer preference, customer satisfaction and dissatisfaction towards their operator.

In my survey, I had some limitations. So I could not separate the respondents based on their age or occupation. Because people get really annoyed if asked these types of personal questions. So, I tried to get the more important answers from them to know their preferences. I took around 50 respondents to complete the survey. The results are as follows:

Subscribers based on gender

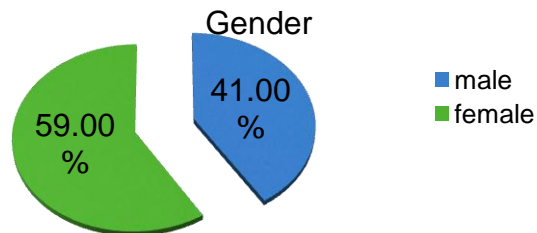


Chart-2.2 : Subscribers based on gender

From this pie chart we can see that there were more male respondents than female respondents.

Effectiveness of communication channels

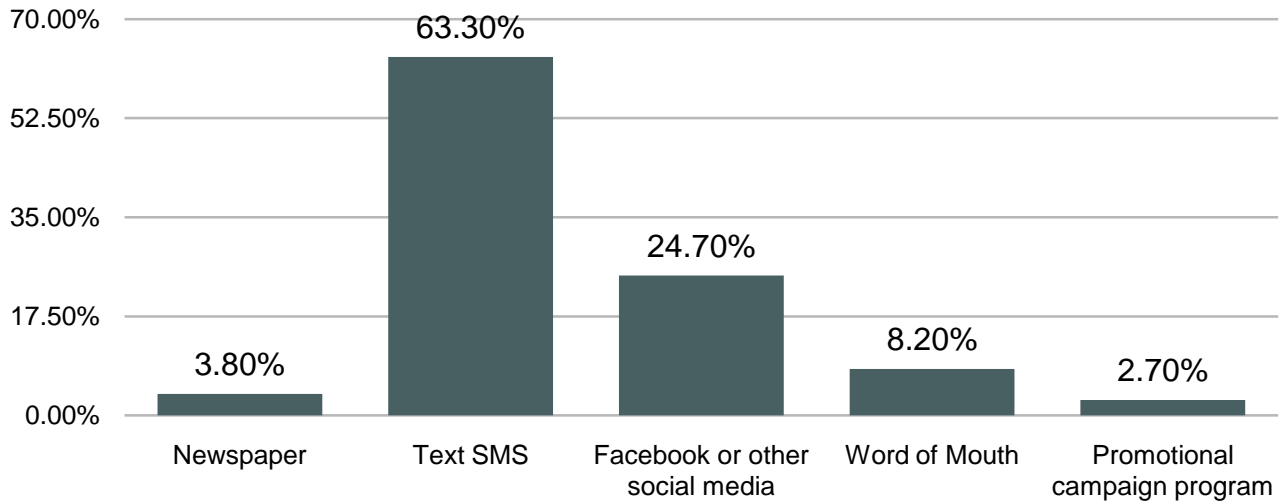


Chart-2.3 : Effectiveness of communication channels

The communications channels are the channels where operators can communicate with customers and let them know about their packages and offers. From the chart we can see that the most effective channel is text sms. 63.30% subscribers got to know specific offers from text sms. Social media is also quite effective with the percentage of 24.70. The effectiveness of newspaper is very low with 3.80%. This is why the operators focus more on text message communication. Though it is very much annoying for any customer, from the surveys it has been proved that this also the most effective way.

The factors that influence a customer's brand preference

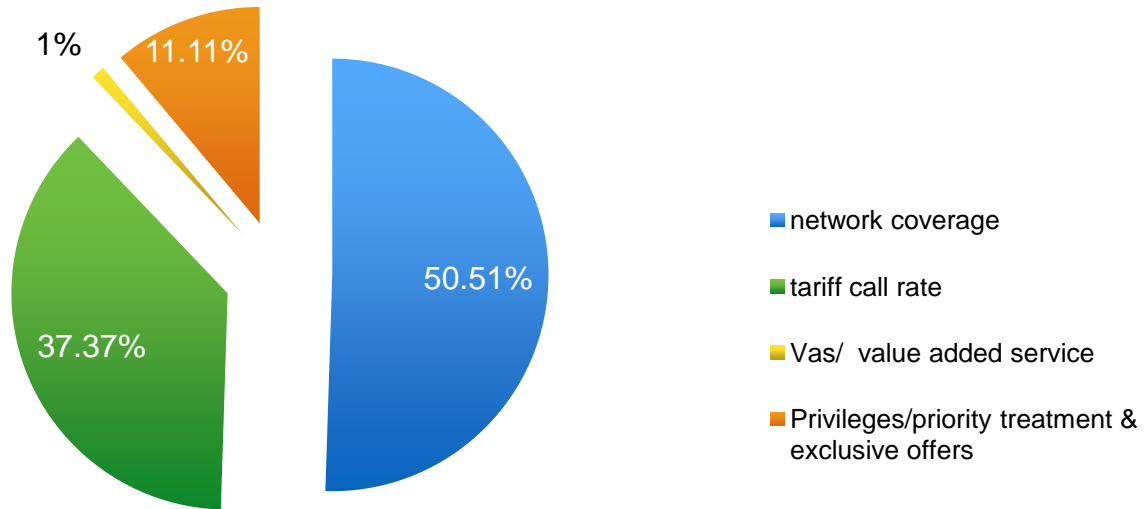


Chart- 2.4: Factors influencing customer's brand preference

This was a part of the survey from which I could get to know so many things. I got the key insights of why people actually select a specific operators. At first, there is network preference. more than 50% of the people choose an operator based on their network preference. This is the reason Grameenphone is the leading telecom in this country. The second one is tariff call rate. They want lower call rate. Only 11% of the respondents said they want priority treatment and exclusion offers.

Operator preference based on network coverage

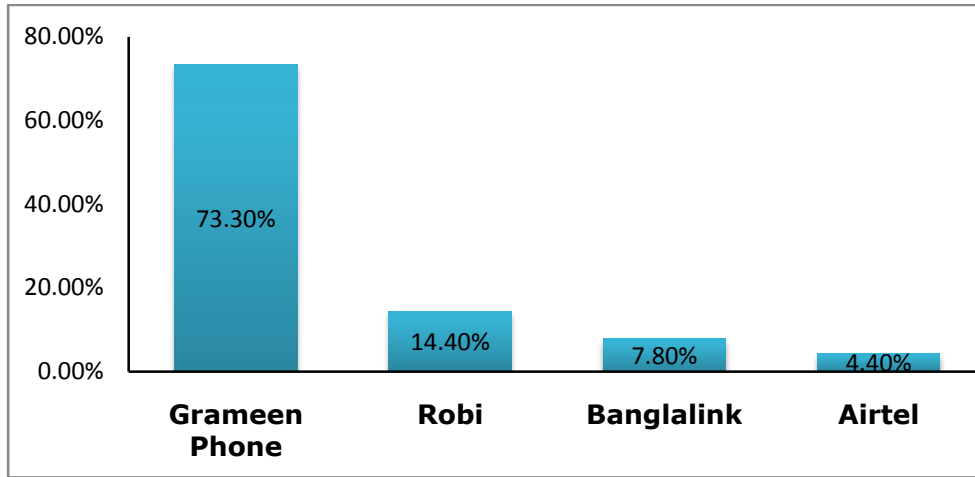


Chart -2.5: Operator preference based on network coverage

So, that's one of the main reasons why Grameen phone is the leading telecom in this industry. We can see that 73.30% of the respondents have chosen Grameen Phone when it comes to network. Since, Grameen Phone has a better network than Robi, it has taken the first position and Robi comes second when network is considered as a factor of operator selection.

Brand Preference in terms of bonus and bundle packages

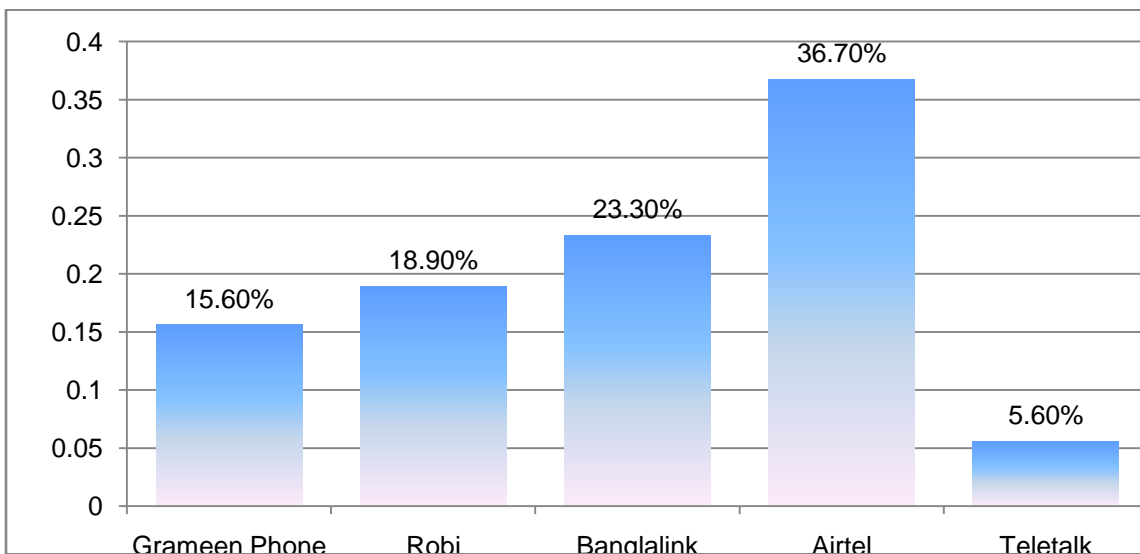


Chart - 2.6 : Brand Preference in terms of bonus and bundle packages

When it comes to bonus and bundle packages by the operators, we can see that customers find Airtel's bonus and bundle packages more attractive than all the other operators' packages. Robi is at third position in this case. So, it is a disadvantage for them that customers' find Airtel and Banglalink's offers better than Robi's ones.

Brand Preference In terms of Call Rate

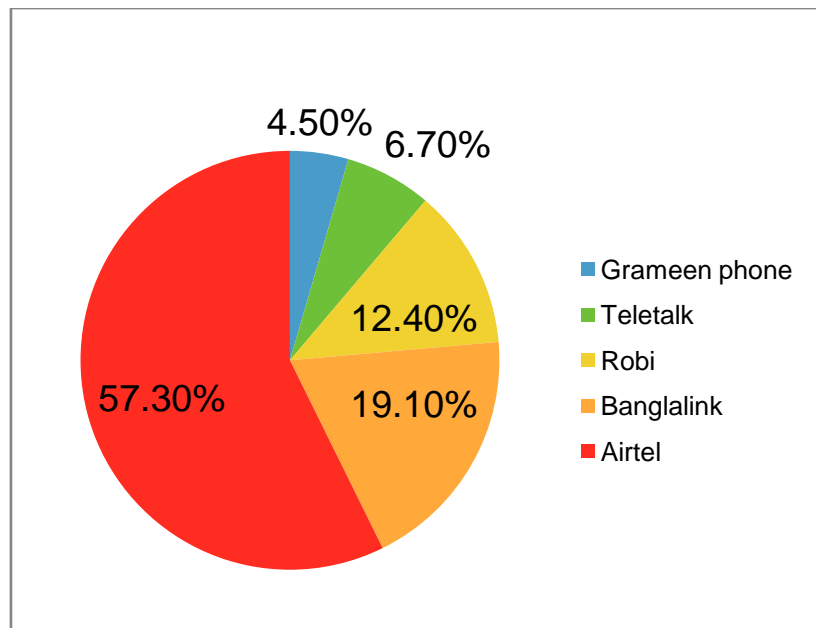


Chart - 2.7 : Brand Preference In terms of Call Rate

In terms of pricing, Airtel is the leader in this industry, because they have the lowest call rate. Even in this category Robi is at third position with only 12.40%.

2.7: Customer Satisfaction and Dissatisfaction

During the surveys I have talked to a lot of customers and got different types of feedbacks. Some of them were positive and some were negative. The reasons behind their satisfaction and dissatisfaction are as follows:

Satisfaction

- Many of the customers like Robi because of their special onnet call rate. Most of them use Robi's sim just to talk to people from the same network.
- People from some area have said that they use Robi because of its network. They think Robi's network is very strong.
- From some customers I've heard that they like Robi because of its good brand name. Though Robi is not no. 1 in anything but because of its brand name it could give some satisfaction to customers.
- By many of the customers, Robi's bonus and bundle offers are very much liked. Many of them use Robi only for the bundle voice and data offers.

Dissatisfaction

- One of the main reasons behind Robi's customer dissatisfaction is unexpected balance reduction. I've heard this from so many of them about this problem.
- Then high call rate is another reason to increase the customers' dissatisfaction. This is a problem for those who talk to off-net numbers.
- From many of the areas, customers complain about poor network. Not only remote areas but also in cities this problem exists.
- Another thing which annoys and disturbs the customers is promotional text messages. They often complain about their dissatisfaction because of these promotional text messages.

2.8: Findings

After doing a lot of surveys and my personal observation I have found certain things about telecoms and especially Robi and its market operations. Analyzing those customer surveys, feedbacks and observations the findings are as follows:

- One of the most important things is setting communication with customers and for this text messages is the most effective way. Though this is the most disturbing thing for a customer, more than 60% customers get to know about different offers from text messages.
- Then we found that 50% of the respondents choose operator based on network. Then comes call rate and then people also consider priority treatments and exclusive offers.
- From another result we get to know that most of the people choose Grameen Phone when it comes to network coverage. In this category Robi is at the second position.
- Considering call rate and bonus & bundle packages Airtel is leading, since it gives the lowest call rates. In this category Robi is at third position.
- Robi is preferred by those customers who talk more with on-net numbers, because they have better on-net packages and bundle offers.
- People from some area have said that they use Robi because of its network. They think Robi's network is very strong. But from many of the areas, customers complain about poor network. Not only remote areas but also in cities this problem exists.

2.9: Limitations

In any project there are some limitations and problems. It is not always possible to get all the data or information so smoothly or sometimes there are other negative influences that may hinder the smooth completion of the project. So, I also had some limitations while making this report and those limitations are as follows:

- First of all I would like to mention the limitations of information. Basically I have prepared this report mostly based on my experiences and very few of the informations are taken from the websites. Since I had to prepare it all by myself, it was very time consuming.
- Another great problem arrived when I could not avail information because they were very confidential. I could not include some important points in the report (i.e. market performance of Robi) due to its confidential nature.
- While conducting surveys some other great problems occurred like the indifference attitude of respondents. Most of the respondents are unwilling to answer the questions and also are very disturbed when they are questioned. So it is difficult to get the accurate answers.
- Since I conducted the survey through telephone it was often difficult to make people understand the questions and get the correct answers.
- Due to time constraints it was not possible to run a survey on a large number of respondents. So I had to do it on a small sample size. Due to this the results might not be very accurate.

2.10: Conclusion

Robi Axiata LTD is the second largest telecom in Bangladesh. Now it has merged with another telecom which is Airtel. So, they are trying to become the no.1 telecom and have the strongest network in the country. We have seen some parts of the comparative market analysis of Robi and also seen survey results and analysis. After seeing those we got to know that Robi is always in the middle position. Whether it is in terms of customer's network preference, call rates or bonus and bundle packages. Also customers have some dissatisfaction towards their operator regarding poor network, unexpected balance deduction frequent offer text messages or even high off-net call rate. But the customers have different things to be satisfied too. Like in some areas strong network, on-net call rate, Robi's good brand name, bonus ad bundle packages are liked by many of the customers. So, in order to succeed Robi should take necessary steps to improve their services and products and work very seriously on the factors for which the customers are dissatisfied.

2.11: Recommendations

Robi Axiata Limited is a huge and successful company but after working there for three months and talking to many of their customers I want to give some suggestions to Robi. The recommendations are as follows:

1. Improve network:

From survey, we got many complains about poor network from different areas. Sometimes even Robi's employees complain about their poor network. To solve this problem, they can do surveys on different areas to find out where the problem is and work on those areas. So, it is one of the most important things they should work on. Otherwise, it will be much more difficult to continue in the long run.

3. Become No.1 in some category:

Grameen Phone is number 1 in network, Airtel is number 1 in pricing (by proving the lowest call rate) but Robi is not leading in any of the categories. This issue was raised by the CEO himself. He wanted Robi to specialize in a field and become no.1. By merging with Airtel, Robi wants to build the strongest network in the country. If this actually happens, then they will get great success.

4. Decrease call rate:

Many customers complained about high call rate, especially when it comes to calls to off-net numbers (other operators' numbers). Because of this Robi is losing many of its customers, which is very alarming for them. So they should offer more off-net based packages or bundles for all types of customers.

5. Focus on a specific segment of customers:

Robi never focused on a specific target customer like Airtel is doing. Airtel is the leader in youth segmentation. So, it is very important for Robi to focus on a specific target group more. This might bring them huge success. They can focus on corporate or business people or like entrepreneurs and create that special segment.

Chapter 3

3.1: Appendix

Questionnaire

I had to conduct surveys on different categories of customers. All of them were based on open-ended questions. The questionnaires of those surveys are given below:

Questionnaire for irregular users (Customers who haven't used their number for more than a week) :

- What are the reasons of not using this Robi number?
- Is there any problem with our service or anything?
- Please give us feedbacks on how we can improve our services.

Questionnaire for new Robi subscribers:

- Why did you join Robi?
- Which operator's sim did you use previously?
- Why did you leave the previous operator?
- What type of offers do you like?
- Give us your valuable feedback on how we can improve our services.
- Through which media you usually get to know our offers?

Some extra questions for those who are multi-sim users:

- What are the factors that influence you brand preference?
- Which operator do you prefer based on network quality?
- Based on call rate, bonus and bundle packages which operator do you like the most?

3.2: Reference

- 1.** Grameenphone. Prepaid package. Retrieved January 4, 2017, from [www.grameenphone.com, http://1.http://www.grameenphone.com/personal/prepaid-postpaid/prepaid-packages](http://www.grameenphone.com/personal/prepaid-postpaid/prepaid-packages)
- 2.** Robi.Prepaid package.. Retrieved January 4, 2017, from [www.robi.com.bd, https://www.robi.com.bd/packages/prepaid](http://www.robi.com.bd/packages/prepaid)
- 3.** Banglalink. (2016). Prepaid Packages. Retrieved January 4, 2017, from <http://www.banglalink.com.bd/en/personal/packages?tid=6>
- 4.** Robi. Corporate profile. Retrieved January 4, 2017, from [http://4.https://www.robi.com.bd/corporate/company-profile/?lang=eng](https://www.robi.com.bd/corporate/company-profile/?lang=eng)
- 5.** Retrieved January 4, 2017, from <https://www.linkedin.com/company/robi-axiata-limited>
- 6.** Daily Star. (2016, November 16). Retrieved January 4, 2017, from [http://6.http://www.thedailystar.net/business/robi-airtel-complete-merger-1315690](http://www.thedailystar.net/business/robi-airtel-complete-merger-1315690)
- 7.** bdnews24. (2016). Mobile-phone users in Bangladesh cross 130 million mark. Retrieved January 4, 2017, from <http://bdnews24.com/business/2015/10/01/mobile-phone-users-in-bangladesh-cross-130-million-mark>
- 8.** Malhotra, N.K. (2012). Marketing research an applied orientation. Harlow: Pearson.