



**Internship Report on  
New Service Development of GP  
for the Customer  
of Gazipur**



Inspiring Excellence

**Internship On**  
**New Service Development of GP**  
**for the Customer**  
**of Gazipur**

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**BRAC University**

**Date of Submission**

**30<sup>th</sup> August, 2017**

# Letter of Transmittal

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August 30, 2017

Afsana Akhtar

Assistant Professor,

BRAC Business School

BRAC University.

Subject: Submission of “Internship” report on New Service Development of GP for the customer of Gazipur

Dear Ma’am,

It is with great pleasure that I would like to provide to you the report on my internship at Grameenphone Limited. It is a great opportunity for me to present my internship report under your supervision I have prepared the report as per your guidelines and recommendations. I am also thankful to you for approving this topic for my report.

I tried my level best to complete the report as per the requirements and give my best effort to prepare this report. I have tried to present the whole scenario of the new service development of Dhaka Circle Business Commercial in my internship report.

Your kind acceptance and judgment will surely inspire me.

Sincerely yours

Tasfia Rezwana Islam

ID: 13104080

BRAC Business School

# Acknowledgement

---

My First gratitude is to the Almighty Allah for giving me the strength, courage and ability to complete my internship as well as the internship report and making everything possible. It would never be possible without the help of the Almighty. I would also like to thank to my internship advisor Ms Afsana Akhtar who have supported me throughout the internship program and also to prepare in this report

My learning opportunity would never have been possible if this were not under the guidance of my supervisor, Md. Monirul Hasan Mishu, Lead manager of Dhaka Circle Marketing Team, was the motivating person during my internship period. He aided me to complete my assigned tasks successfully in due time. He had been very kind, helpful and supportive in my every actions and curiosities and help me to provide the information regarding my report. I am thankful to his as well.

The offer to an internship at Grameenphone Bangladesh provided by the department of People & Organization and Dhaka Circle Business Commercial has proved a great learning platform for me before stepping onto a corporate discipline as an employee. Being an intern helped me learn to overcome tiny little complications that I could have if entered a job without the internship.

I thank my entire department to avail me with everything I needed during my time at Grameenphone as an intern.

# Executive Summary

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The purpose of this report is to fulfill the degree requirement of Bachelor of Business Administration at School of Business, BRAC University. Even it reflects my learning throughout the internship period and experience acquired through an opportunity. It highlights the contributions made and learning obtained during the three months internship period in Grameenphone Limited.

The aim of this report is to know about Dhaka Circle Business Commercial which is a new division introduced by Grameenphone. Grameenphone is now working in the cluster system to give more focus on the area specific revenue, the customer and the success of foot prints of Grameenphone. The report is also provided the information of new service development of Dhaka Circle Business Commercial (Gazipur). The project part covered by understanding overall usage of Grameenphone products of the consumer and attitude of the target segment along with their usage journey and interaction, involvement and engagement with different touch points.

Furthermore, the report is also about the job experience as intern in Dhaka circle marketing team in Grameenphone. The project part is mostly tried to highlight the situation of the Gazipur area as well as the people's behavior. However, the overall environment of Grameenphone Limited, the friendly culture and the practices focusing on values and the benefit of this project to empower the target segment is explained.

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# Chapter 1

# Introduction

## 1.1 Introduction

In Nigeria, financial services, telecoms, and entertainment have driven growth more than oil. – Oscar N. Onyema, Chief Executive Officer of the Nigerian Stock Exchange

With the starting of this quote, it is clearly stated that telecoms growth is a big issue which can lead a countries economy where Bangladesh is a country with densely populated, flat and effectively broadens capable possibilities. The market was perfect for the telecom business as the infrastructure and the teledensity was low, the demand was high and the base of the customer was vast. However, the investment was low as a result of the topographic design. Foreign investors frequently came in Bangladesh where this country had become a substantial center for the telecom industry.

The progress of Bangladesh's telecommunication sector was started with a private operator named city cell mobile service in 1989 where the main competitor was Bangladesh Telegraph and Telephone Board (BTTB). The late 1990s was the time when the remarkable changes happened in positioning the mobile phone services.

This telecommunication sector has developed with the help of both government and public sectors. Presently in Bangladesh, it is one of large industry and Grameenphone is holding the top position in the telecommunication industry. People of Bangladesh like to communicate with friends and family on a regular basis and the need for a mobile phone is must to maintain the communication with them. The lifestyle from the upper class to the lower class, everyone has a necessity of cellular phone where Grameenphone has come up with a strong network telecom operator. This report will give the clear idea about the services of Grameenphone that they provide to the consumer to meet their necessity.

## 1.2 Origin of the Report

As an intern, I worked in Dhaka Circle Business Commercial under the commercial division of Grameenphone and have finished my temporary internship under Md. Monirul Hasan Mishu, Lead Manager of Dhaka Circle Business Commercial under the designation of product head. In this department, I got different types of responsibilities which make to gain different types of professional experience and do not make me monotonous toward my work. Even I have got an opportunity to work on this project under my academic instructor Ms. Afsana Akhtar (Bus 400). She helped and proposed about the topic of my report. This report covers an outline of new service development of Dhaka Circle Business Commercial as Gazipur Project. In their new service development of this department, they have tried to capture the new market of consumer and achieve successful of earning more revenue as well as the difficulties that they have been faced so far to establish this project.

## 1.3 Methodology

The information that has been used in the report is collected in two different ways. Those are:

### Primary Data

In the project part, the whole information has been collected from the market visit, knowing about the consumer behavior as well as gets the information with the help of my supervisor and his team.

### Secondary Data

The secondary source of my collecting information was the internet, Grameenphone website and some journals published on Dhaka Circle Business Commercial.

## Limitations of the Study

The major limitation of my work was my internship duration of three months. Three months is a very short time to adapt as well as develop a trusting relationship or connection between

colleagues. However, to write this report, I faced some obstacles in terms of collecting data. Some of them are:

- Restricting of giving internal information
- Very few written documents published on the new circle development of Grameenphone
- Mostly need to focus on the primary data to write this report

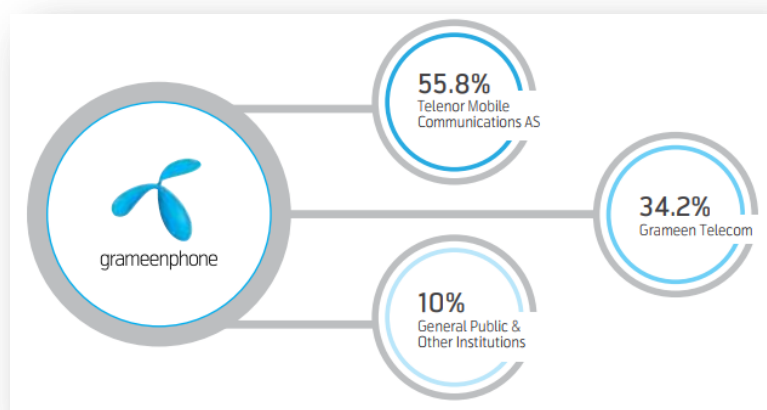
## Chapter 2

# Company Overview

## 2.1 Company Overview:

With regards to investigate the best brands in the telecom sector, Grameenphone dependably takes the top category in the mobile phone network. Today, Grameenphone is the main and biggest telecommunications specialist in terms of the service provider in Bangladesh with more than 59 million subscribers till March 2017. Grameenphone has started its operation on 26 March 1997 and they were the first operator to come up with GSM Technology in this country. After that, Grameenphone spearheaded the breakthrough initiative of mobile telephony and turned into the leading operator who able to cover 99% of country's people with the network.

Grameenphone is a joint venture company and the possession structure comprises of Telenor Group holding 55.8% share which has existed in 13 markets crosswise over Europe and Asia and Grameenphone Limited owns 34.2% and rest of them are owned by the public.



**Figure 1: Market share of Grameenphone**

Prior to Grameenphone's origin, the telephone was an extravagance for some selected urbanized elite class people. The normal public could not think about the mobile telephone service as a part of their lives. Grameenphone began its journey with the Village Phone program: a spearheading activity to engage rural women of Bangladesh. The name Grameenphone means "Rural telephone". After that, Grameenphone spearheaded the breakthrough initiative of mobile telephony and turned into the leading operator who able to cover 99% of country's people with

the network. Since its origin, Grameenphone has constructed the biggest cell organize in the nation with around 12000 base stations.

By and by, about 99 percent of the nation's population is inside the scope territory of the Grameenphone network. Grameenphone has dependably been a pioneer in presenting new products and services in the nearby telecom market. Additionally, Grameenphone was the beginner to introduce the pre-paid telecom service in September 1999. It set up the initial 24-hour Call Center, presented value added services, for example, VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and numerous different types of product and services.

## 2.2 Organization structure:

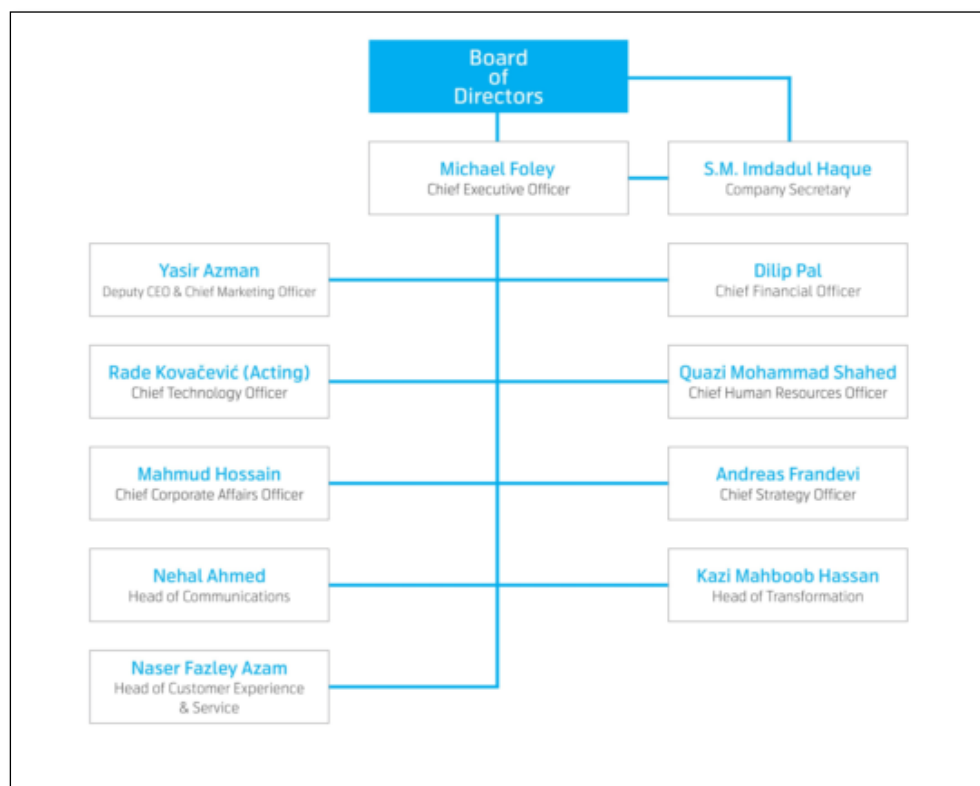


Figure 2: retrieved from: [https://www.grameenphone.com/about/corporate- information/corporate-governance/organization-structure](https://www.grameenphone.com/about/corporate-information/corporate-governance/organization-structure)



## 2.3 Objectives

Mobile telecommunication industry has turned out to be extremely competitive in everywhere throughout the world. Now a day, consumer considers different factors before picking a service operator. Only after searching, gathering and evaluating information on these factors they choose the subscription (Shah, 2012). Therefore, the general objective of this report is to give the overall aspects of telecommunication industry in terms of developing new service. Below are some of my targeted objectives that I planned and expected to accomplish in my internship report on Grameenphone:

### Primary Objective

My primary objective of joining as an intern in Grameenphone was to learn something new regarding the corporate world and the corporate culture as well in three months. I wanted to acquire some basic knowledge of an employee what they do in the real life corporate world. Moreover, the objective of this report is to use the theoretical concepts in practice which I have achieved through my studies from all courses as it is a requirement of BBA program.

### Secondary Objective:

- To know about Grameenphone Ltd. and the mobile industry
- Explain effectively of my department related tasks and comprehend the thought processes.
- To analyze the demographic characteristics of the users
- To evaluate importance of the value added services (VAS) offered by Grameenphone
- To giving some suggestions to specific section of running the new project
- To formulate practical procedures of product offering
- To gain practical experiences and view the application of theoretical knowledge in the real life.
- Identify target market and develop a sequence of product offerings for each stage of the new service development.



Figure 3

## 2.4 Vision:

Grameenphone's vision to enable social orders is a reasonable suggestion to take action. They also bring fundamental framework, new administrations, and items that empower advance, change, and change.

## 2.5 Mission:

The mission of Grameenphone is here to help their clients. They exist to enable their clients to get the full advantage of being associated. Their prosperity is measured by how enthusiastically they advance us.

## 2.6 Vision 2020:

In 2020, Grameenphone would be the clients' most loved accomplice in advanced life, with the market driving computerized driven client ventures and locally applicable, customized computerized benefit.

## 2.7 Values:

Their values serve as a guide for our regular work. They depict how we should serve our clients and cooperate as partners. GP rehearses four esteems and those are as followings. GP trusts, the dynamic routine with regards to these qualities would help the association to emerge from the group and go past. Their values have four significant parts:

### Make It Easy:

This value means that they try to make everything too easy both for the subscriber and for the employee side also. They believe that what they will produce will be easy to understand and convenient for all as well. Grameenphone has made everything easier by introducing My GP app, wow box for a convenient lifestyle, a tonic for digital health care service etc.

### Keep Promises:

In this part, they are about to conveyance and they do what they have promised not just through words just for attracting the customer. For instance, they had promised to give 3G support to all over Bangladesh and now they have mostly covered that promise and converting themselves into the 4G network. This value makes the accountability among the customers as well as the employees.

### Be Inspiring:

The activities or the working environment is designed in a way that everyone should inspire to work here and get motivated by the amiable behavior of the employee and the open working space of working together along with a high official of Grameenphone. They produce things to look good, modern and fresh. This value is also for the people and the society to improve and create values in a modern way.

### Be Respectful:

As Grameenphone is a part of Telenor group which is a company of Norway. Therefore, when they come in Bangladesh to operate their business and try to adapt and respect local cultures and communities.

## 2.8 Brand Promise:

Provide simple and innovative solution for the customer to achieve more in life. This is the promise of Grameenphone as a brand.

## 2.9 Brand Positioning:

The philosophy of being inspirational translates into challenging activities. Therefore, they want to help people unleashing boundless possibilities through constantly pushing their boundaries.

## 2.10 Differentiation:

The main differentiation that grameenphone made in customers mind is that it is not just a telecom operator but even a digital ecosystem that drives value and gets more share of life.

## 2.11 Brand in the mind space of people:

Brand in the mind space of the people consists of:

### **Human Spirit:**

The human spirit of doing something new and innovative.

### **Cricket:**

The passion for cricket of the people of Bangladesh where Grameenphone represents the top heroes of the cricket.

### **Technological advancement:**

Grameenphone is giving 3G services in most 99% area of Bangladesh and now planning to launch 4G technology.

### **Empowerment:**

Through the activities of the people, Grameenphone empowering the society by changing the lifestyle of the people proving.

### **Nationalism:**

The brand plays an active role in the country's indomitable sense of nationalism.

**Digital revolution:**

They believe that they are a digital ecosystem with millions of possibilities and long term business potentials.

**Inspiration:**

Grameenphone represents them in such a brand where they the achievers belongs in the mind of the customer and people get motivation from them.

**Challenging norm/ Stereotype:**

The technologically advanced company, Grameenphone knows how to hold onto the human spirit and emotion at the core of brand where they are changing the stereotype of the technologically advanced company.

## 2.12 SWOT Analysis of Grameenphone Ltd.

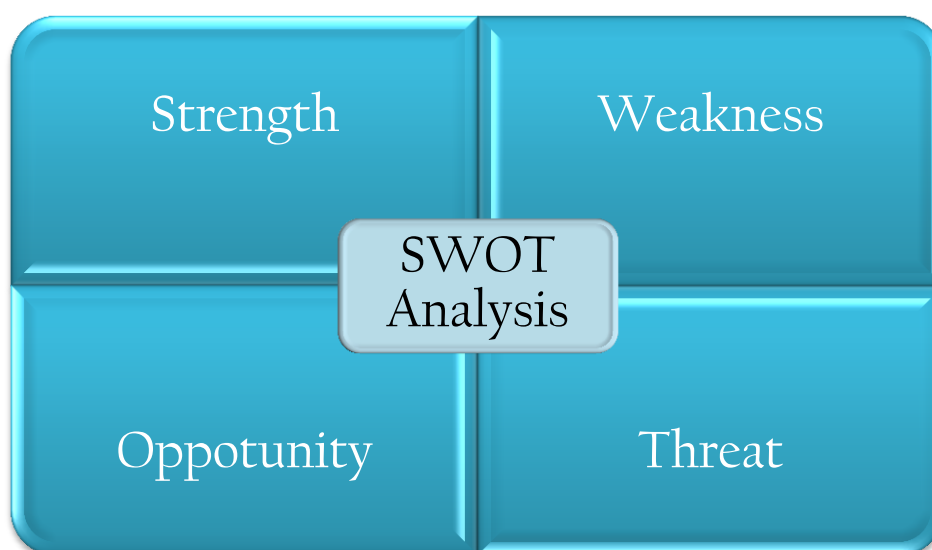


Figure 4: SWOT Analysis

### ✓ Strengths

#### Amplest Network Coverage:

Among the entire mobile telecommunication service operator, Grameenphone has the amplest widest network coverage through the country. All the 64 are now under the GP network. GP has earned a strong position in the mind of the customer for quality and trustworthy network in every edge of the country.

#### Brand Awareness and loyalty:

Grameenphone has a noteworthy accomplishment as far as brand awareness. Grameenphone has 98% brand awareness among its customer's mind in Bangladesh just in 20 years. This is the most noteworthy level of brand awareness at any point accomplished by any overseas organization in Bangladesh. Besides heavy promotional campaigns and reduction of the price of the offers by

competitors, Grameenphone has held the positive brand image in the market and hold its customers.

#### Skilled Human Resources:

All the employees of Grameenphone from top to bottom are skilled and talented. They do their job and fulfill the responsibilities in the most efficient manner. This helps Grameenphone to build a top position in the telecommunication industry.

#### Working environment:

Grameenphone's office environment, working style is wonderful. It motivates employee to work as this types of the workplace is rare of finding out in Bangladesh. Open work space gives the employees to work in collaborate way and encourage to involve them in team work.

#### Customer Care Service:

Grameenphone has the biggest customer care services who try to keep with customer's touch point in 24 hours. Even, the customer care service is giving non-stop call center service with 100% service accuracy.

#### Corporate Social Responsibility:

The image of the Grameenphone is also created for its attractive corporate social responsibility.

- **Education:**

To deliver the quality education for underprivileged children of urban slums and the rural areas, Grameenphone brought the concept of online school. The procedure of online school is through video conferencing, a teacher conducts a class even with the help of a moderator. This is the innovative education system for unprivileged students.

- **Safer internet:**

This program is to empower the society by providing 2.1 million free Internet hours to 250 schools with the objective of creating awareness about internet safety among the young internet

users. This campaign helped in making a chance to get to instructive educational content, information, and learning for all.

#### Advertisement Campaigns:

One of the biggest qualities of Grameenphone is to make an innovative and emotional advertisement to reach the depth of a customer's mind. The imaginative and passionate promotional campaigns and advertisement made the customer more loyal than any other telecom operator in the market.

#### Innovative Products:

Introducing new value added services is always attracting for Grameenphone customers. It's value added innovative services are like Tonic for health care service, Wow Box for lifestyle, GPay for bill pay service, My GP app for instant one touch solution for GP service, GP music to enjoy instant music. These services have added extra value to show the digital innovation as well.

## ✓ Weaknesses

#### A large number of Uneducated Customers:

Most of the mobile subscribers of our country are uneducated and they don't even know how to use the mobile except some basic features. It has been really hard for them to educate those customers to serve them the value added services of Grameenphone.

A large portion of the mobile subscribers of our nation are uneducated and they don't know how to utilize the mobile with the exception of some fundamental features. It has been truly hard to instruct those each and every customer to serve them the value added services of Grameenphone.

#### Tariff Plan:

Their tariff plan is substantially more than the other operators in Bangladesh. Even, the government rules to give Vat (value added tax), SD (Supplementary Duty), and SC (surcharge)



which increases the price of the product of Grameenphone. Despite the fact it may cause a difficult issue for GP.

#### Lack of Customer Education in rural areas:

Subscribers are not educated enough to deal with the mobile phone and its value added service effectively. Some services are extremely modern and appropriate information is essential to deal with these issues.

### ✓ Opportunity:

#### Market not served:

Most of the people of Bangladesh have a mobile phone now a day. In spite of this vast accessibility, there is a large segment where telecom market is not able to serve till now which is 18-25% of the total target market. Therefore, to introduce a low-cost quality able mobile phone with SIM card can add some more opportunity.

#### Demand for Mobile Internet:

There is an increasing demand for internet facility or Wi-Fi (wireless fidelity) on the mobile phone. People consistently want to use the internet with high volume with low cost. So if they bring this blessing of modern technology with the customized way and it can create a new opportunity for Grameenphone. Even, Grameenphone can think about their separate Wi-Fi (wireless fidelity) internet service in the market.

#### Economic Growth of Bangladesh:

Telecom industry is one of the largest sectors of economic growth. The expansion of telecommunication industry is being enhanced by the economic growth of Bangladesh. From 1995 to 2017, there is a huge change in telecommunication sector and the upcoming days will change this sector a lot.

## ✓ Threats:

### Merging of other operators:

The first potential threat to Grameenphone is the merging of ROBI and Airtel. Airtel is a worldwide brand of Bharti Enterprise of India world's third biggest mobile phone operator as far as subscriber base. Axiata Group of Malaysia and Bharti Enterprise of India had consented to combine their individual operations in Bangladesh on January 28, 2016. Robi as the merger organization started its business operation from November 16, 2016. Following the merger of Robi and Airtel, Robi was allowed the permit to utilize Airtel mark in Bangladesh for the clients having 016 number arrangements.

After merging with Airtel has begun to come up with some aggressive marketing campaign like 3 GB internet package with 109 takes. Some offers are and offers are pushing into the market in under pricing. This can be a threat for Grameenphone if Robi can able to capture the market by offering such aggressive marketing campaigns. Grameenphone needs to put some idea quickly to beat the competitors.

### Government Regulation:

Bangladesh Telecommunication Regulatory Commission (BTRC) began its journey from January 2002 and now it is entirely controlling each and every mobile operator of Bangladesh so working together in this condition has turned into an issue. For instance, without their permission, any tower or any campaign cannot be established in the market and the permission takes a lot of time to be granted.

### Increasing Number of Multiple SIM Users:

There has been seen a typical pattern of customers of using a different SIM card. Though Grameenphone has come up with a customized product with low call rate and financial or health services, customers always look for the better offer of every operator. Even the competitors are thinking and coming into the market of new low price offers, there is a solid probability that permanently customers may turn toward their offers.

# products & services

## DIGITAL SERVICES

- GP Music • Bioscope • Comoyo • WowBox • My Contacts • Capture
- Kidorkar • WhiteBoard • Co-branded Opera Services • YouTube Pack
- Data Sponsorship • GSMA Mobile Connect • Facebook Freebasic
- Facebook Retail • Wikipedia Zero • Viber sticker pack • Gamebox

## INTERNET

**Volume Based Packs:** (2MB, 4MB, 35MB, 60MB, 75MB, 100MB, 250MB, 500MB, 1.5GB, 2.5GB, Night 2GB, 4GB, 8GB, 12GB, 20GB)

**Social Packs:** (Facebook: 1 Day, 7 Days, 28 Days Packs, Viber: 1 Day Pack)

**Video Packs:** (Weekly Video pack, Daily Heavy Video pack)

**Video Packs:** (Weekly Video pack, Daily Heavy Video pack)

**Smart Plans:** (Midi Plan, Mega Plan)

Wi-Fi Hotspots around Dhaka City

## ROAMING

- Outbound Roaming (Basic, Data, SMS, Economic SMS)
- Inbound Roaming (Basic, Data, SMS, Travelling Connect Loyalty Program)
- International SMS

## GP STAR Program

- Buy 1 Get 1 offer in selected 5 STAR Hotels
- Attractive discounts in 80+ best outlets all over Bangladesh
- STAR Iftar Party
- STAR Movie Show
- Buy Data Pack & Be STAR
- STAR Musical Evening
- Priority in GPCs
- Attractive benefits while buying handsets
- Special discounts while buying special numbers

## ENTERPRISE SOLUTION

- BlackBerry Service
- Corporate Bulk SMS
- Voice Message Broadcast
- Vehicle Tracking System
- Team Tracker
- Buddy Tracker
- Train Tracking
- M-Reporting
- GP-Connect
- M-Centrex
- Local Toll Free Service
- Go Broadband

## ADJACENT BUSINESS

Infrastructure Services\*  
Financial Services\*\*

**GPAY wallet:** Payment solution for \*BillPay \*Flexiload and \*Train Ticketing  
**MobiCash:** Retail for GPAY Cash in, Partner Bank Cash in & Cash Out.

## PREPAID

- Nishchinto
- Bondhu
- djuice
- Smile
- Village Phone
- GP Public Phone
- BPD
- Internet SIM
- Business Solution
- Shotol
- Ekota
- Emergency Balance
- 1 Paise offer
- 25 Paise Offer
- Bundles
- Weekly Packs
- Daily Pack
- Flexi-plan
- Business Solution
- Ekota

## POSTPAID

- Xplore
- Xplore Legend
- GP Public Phone
- Internet SIM
- Business Solution
- Ekota

## IOT M4D & DEVICE

- Handset Feature Phone & Smartphone (Android OS Smartphone with renowned brands, Apple iPhone)
- Tablets of renowned brands
- Internet & Connected Device 3G Modem
- 3G Router
- Wearables & Accessories (Smartwatch etc.)
- TONIC
- MYSTUDY
- GP Krishi Sheba

## DIGITAL CHANNELS

- GP Online Shop
- E-Retail
- Easy Net 2.0
- Gamebox
- 3<sup>rd</sup> Party Digital Distribution
- Online Recharge
- MyGP

## VALUE ADDED SERVICE

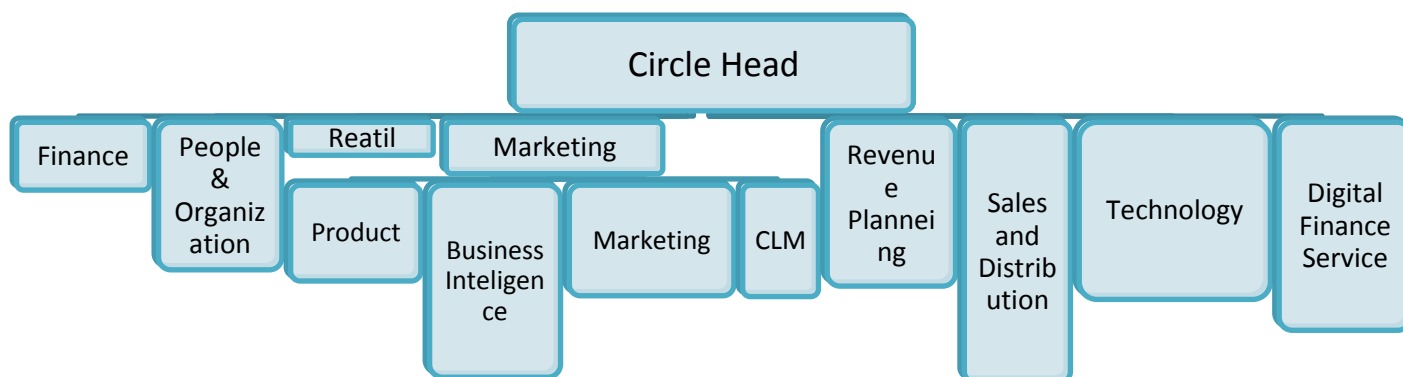
- Instant Messaging
- Pay for Me SMS
- Miss Call Alert
- Call Block
- Job Alert
- Facebook/Twitter
- Music Radio
- Voice SMS
- SMS
- MMS
- Voice Chat
- SMS Chat
- Online Mobile Game
- Welcome Tune
- Icche Tune
- Video Store
- Audio-Video Content
- News Alert
- Sports Alert
- Election Information
- Health Tips
- Education Tips
- Matrimonial Service
- Religious Service
- Entertainment Box
- Downloadable Content
- Infotainment
- Business Tune

Pioneer in providing world-class telecommunications services with innovative products and services while delivering superior customer experience

Figure 5: Products and Services of Grameenphone

## 2.13 Department and People:

Grameenphone is a leading telecommunication service provider in Bangladesh where they are operating their business dividing into five circles. That means GP as an organization is now working in a decentralized way. Being an intern, I was allocated to work in the Dhaka Circle business commercial which is a new cluster system introduced by Grameenphone limited and particularly I was assigned with the marketing team of the circle. The circle is basically trying to identify the region specific problems and find out the solutions based on those. Even they are trying to stand up for a further working excellence where they can able to effort flawless services in the market.



In organizationally, Business circle department is a miniature version of the overall commercial organization of Grameenphone which has their own separate units of work where finance, people & organization (HR), retail, marketing, sales & distribution, technology, digital finance services are the separate units. Circle head has controlled the overall Dhaka Circle. His responsibility is just like the CEO of Grameenphone. For instance, to approve any campaign, made the strategy to drive the market, highlight the circle performance in front of the management committee. The short descriptions of different divisions are given below:

### People and Organization:

The formal name of HR (Human Resource Management) in GP is people and organization. The circle P&O is responsible for the recruiting, interviewing and placing workers within the specific circle part. They also handle the employment relation and benefits and training programs. Even

the key performance indicator (KPI) for a month is also fixed by the Circle HR. Therefore, circle people and organization is liable to manage and arrange the whole activities regarding circle.

### **Finance Division:**

This division is responsible for the business support service, financial planning, budgeting, and give insights of assets to develop products and give the market insights on effective control of the environment of telecom market of Grameenphone. Even, vision-oriented, opportunity and growth focused, risk taking views are also given by the finance and it is considered as the innovative part of this division. Moreover, providing management information, development of system and method, analysis of financial statement for future action is also the activities done by them. Grameenphone has strong financial reporting procedures as well and prepares financial statements according to the Bangladesh Financial Reporting Standard.

### **Revenue Planning:**

Pricing or revenue planning is another most important part of the circle. They do not only work for the operational level but for strategic forecasting for the company. However, the corporate strategy is mostly created by CEO. According to the guideline, the center commercial team makes a raw product with pricing but circle revenue planner modifies it and makes the actual one which will be good for the Dhaka circle market. Even pricing division is also liable for accountability to ensure accuracy, integrity, and timeliness of all the revenue related events. Even, give support to the correct revenue recognition and try to prevent the revenue leakages.

### **Distribution and Retail Sales:**

Retailers have an expensive part in promoting a feasible product for the consumption toward the retailer. Circle retail team is involved in the life cycle chain of the producers and consumers. Here, all over Bangladesh is incorporated by the Grameenphone centers and retail team handles dealers, retail outlets, and the GPC's. Moreover, to manage and improve the distribution network, appoint new agents, agent outlets and distributors, develop and implement logistics routine for distribution. Accordingly, they need to work in the close coordinated effort with Marketing Division for their accomplishment in offering products to the customer. They also need to keep the great association with the vendors and furthermore with clients to sell products at the efficient level as they can.

## **Sales and Distribution:**

The responsibility of sales department is to sell the products and services of Grameenphone. Grameenphone product means the SIM cards as well as recharge, flexi load, power load, mobile voice package, and internet package. The activities of sales include ensuring availability of scratch cards, SIM cards, handsets, and managing inventory. Even the responsibility of sales is to help customers to buy specific offers. Managing deals productively involves finding the right balance of sales and helps to execute performances more widely. Even, the tracking services, connectivity solutions to various organizations are also sold by them through the process of sales.

## **Digital Finance Services:**

They mainly deal with all the digital services of the circle. For instance, GP Online Shop is giving genuine devices with warranty offering it in any nearby retailer shop. GP Music is giving the digital music collection according to customer preference, they will able to get their favorite artists songs.

GP Music brings country's largest digital music collection and provides passionate music listeners with an experience like never before. MY GP App for instant solution for so many services in a one touch point, wow box which is a lifestyle based application for the young stars.

Even, simple the financial solution is giving to the customers with the help of technology. GPAY and MobiCash outlets are the payment services which customer can enjoy in an affordable way. Therefore, this team analyzes the customer preference and plan offers regarding the digital services for the circle based consumers. It also defines how many circles specific GPay drives are needed, how much MobiCash customers need to achieve the targets.

## **Technology:**

Their responsibility is to ensure the non-stop services regarding the network. They also try to find out the uncovered area where the networks are not properly served so they place new towers to help the customer to get the constant service. Even the technology team is also liable for running the software by which the telecom products and services are successfully delivered to the customers.

## **Marketing Division:**

This is the most interesting part as I have worked here for this department. The marketing team has so many tasks to do and they have some sub-sections within this division:

### ***Product:***

The product is the right hand of the marketing team because they are responsible for the development of any product or campaign. This management of products is done by analyzing the revenue structure, competition, and market condition. The product head is responsible to choose when and how to promote their products and are additionally in charge of examining the present condition and future open doors. Product development refers to modify any campaign as per consumer preference and innovating new ones to make the customer's life easier. Like: 250 MB internet pack at 31 takas was the innovation to analysis the customer need and demand of frequently preferred offer.

### ***Marketing:***

The marketing team is liable for all types of product launch and development; value added services, branding and communication. They handle the campaign of the different area of the market. Like, the place where the scratch card is more selling, where they need more flexi load shops or retailers, even the banners, posters, t-shirt campaigns are mostly handled by them. Communication channels management, campaign management are some functions of the marketing team.

It incorporates concept building for promotional activities where the dailies promotional items are planned in a given budget and also arrange for the promotional gift items like dairy, calendar, and clothing for retailers like a t-shirt, punjabi and so on.

Other than the previously mentioned activities, this team is also in charge of the publications of the Dhaka circle. The marketing communication team always publishes a monthly Magazine of the activities or the achievements of the circle.

### ***Business Intelligence:***

They mostly work for customer lifecycle management. They provide necessary segmentation basis logics and do a lot of analysis for the marketing team to give the insights on the customers.

They find out the usage pattern of every customer in terms of recharge, internet pack or the minute pack. Mostly they had the total idea of the overall consumer market on their own operator as well the other operator on what they are coming on the market on a regular basis. They also help to inform the circle where Grameenphone is not doing well or in which segment they need to improve more.

***Customer Lifecycle Management:***

They set products according to the insights of the BI team. It can be said that BI(business intelligence) is the brain of CLM. CLM team offer customized products as per customer profile, keep them engage in different types of product offering or services, bring back the silent customers through different offers, hold the base those are going to be silent. Mostly the arranged customer segmentation gets the SMS from the CLM team. For instance, every GP user receives an exciting offer on internet usage and minute packages. This particular team basically designs the campaign and with the help of BL where they give a list of selective people to run a specific campaign. This team contributes incremental revenue generation in the Grameenphone.

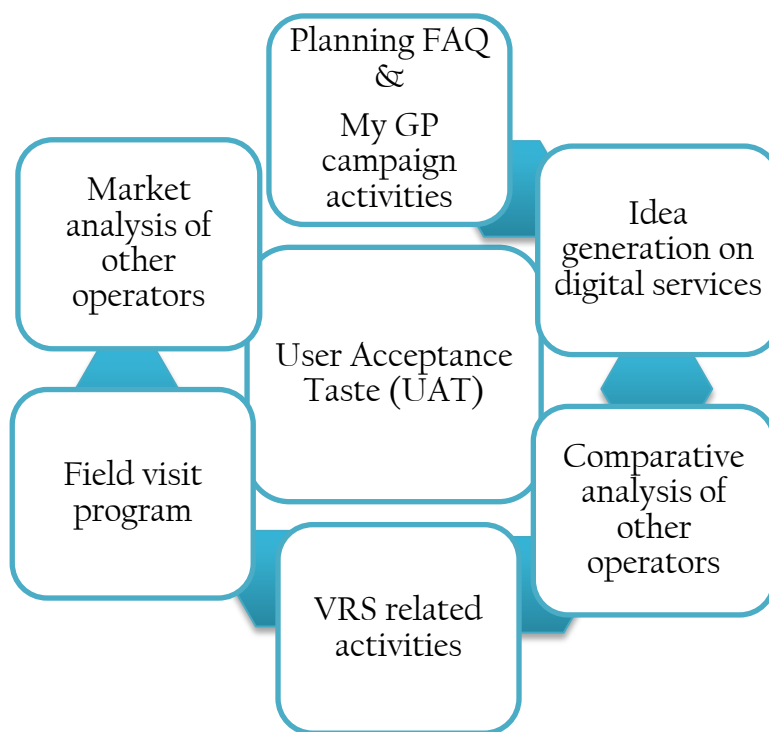


# Chapter 3

## Internship in Grameenphone Limited

### 3.1 Job Responsibilities:

It was a great opportunity to work with Grameenphone in Dhaka Circle Business Commercial where I got the chance to work with the activities of the campaign. Moreover, the team had given me so many chances to learn different types work within these 3 months. In each and every month, I got completely different assignments which do not make me monotonous toward my task. Even, the task motivated me to learn something new.



**Figure 6: Job Responsibilities**

Therefore, the activities that I had done as an intern are given below:

#### User Acceptance Taste (UAT):

User acceptance test or UAT is the type of testing where the final product is tested for the proposed audience for getting the genuine functionality or usefulness. Grameenphone has identified that BTL(below the line) campaign is giving more revenue than the ATL (above the line) campaign. BTL marketing only targets the specific customer. BTL just focuses on the particular customer so it is easier for GP to fix the segments of the campaign. So pushes SMS are

continuously being sent to the consumer by analyzing the consumer behavior. In the behavior analysis process, at first, they choose a different category of SIM. Then the person of a business intelligence check the balance of the consumer account, amount on recharge, spending money on a telephone call and internet usage and also in which sector customer is spending more time. After that, the offer is particularly designed and SMS is sent to the particular number. In UAT process, a particular offer is tested with the sample SIM card. If the minute pack, YouTube or mobile data is properly consumed as per the designed way, then the offer is finally launched in the market. Therefore, UAT has done by the team just before sending the SMS and no offer is given to the customer without doing UAT. This was the most important task that I did.

## Planning FAQ:

Preparing FAQ was one of my tasks the first stage of my internship. The FAQ refers that whenever a new campaign is launched in the market, the curious mind of consumer arises so many questions. So they become confused to take any specific offer and to clear their confusion they try to contact the customer care center. The Grameenphone customer care center faces a huge rush to meet the consumer queries of a particular offer. Therefore, the team needs to organize some question that a consumer can have in their mind. So to understand the context of the offer, I needed to prepare a question to keep in my mind that customer did not know anything about that offer and also put the advanced level question that another foreign operator or other local operator is giving and convenience answer on whether we are included those facilities or not. After that, those questions were put on the company website or the customer care center to reach more consumers and make the system easier to everyone.

## Idea generation on digital services:

Dhaka circle team wanted to get some idea of digital service from the young stars. Therefore, I came up with some ideas where I focused on such services which will be delivered via the internet or an electronic network and the service is totally impossible to give without the information technology. The ideas on which I had worked are the tonic health care service, GP music, and some other innovative digital services. After getting the ideas, I shared it with my supervisor and departmental head and they appreciated for my ideas.

## Market analysis of other operators:

The most important task that I needed to do on regular basis was the market analysis part. Here, I needed to monitor the campaigns of other operators on what they were doing in the market in terms of Facebook campaign or website current offer. I had to keep my supervisor updated about the current market of the other operator and sometimes helped them to give them some ideas against some activities of the other operators. For instance, Robi had launched a new campaign so I needed to inform about it and give him the full details on what they were doing, the total content and the terms and condition of that specific campaign.

## Comparative analysis of other operators:

Comparative analysis preferred me to collect data and make them enter into a specific file. Even in some moments, I compared the data on what other operators offering and what Grameenphone himself was offering in the telecommunication market. For example, in this comparative analysis part, I had found that there were some Banglalink products which were just like GP. So it was clear that Banglalink was offering exactly some products like GP like the rate cutter offers like recharge 29 takas and get 1 paisa/ second to any local number.

## Field visit program:

The field visit program was related with Gazipur region where interns of Dhaka Circle needed to go to the field and ran some programs related to the GP products. Moreover, I needed to collect data on customer satisfaction regarding services and product offering of Grameenphone. The face to face interactions with the customers mainly occurred there. The field visit program helped me to know the scenario of the real life market on what customers are thinking about a brand and their product. Even I knew about the consumer behavior regarding telecommunication market.

## VRS related activities:

VRS means voluntary retirement scheme where Grameenphone is offered to its employees who have served more than five years. However, the people who aged 58 years or older will not be

eligible for the scheme. The employee, who will take VRS, will get a minimum of 24 basic salaries to a maximum of 70 basic salaries considering their positions. Moreover, this scheme was only offered by the permanent employees and it was a token of appreciation that makes a valuable contribution to GP and now wishes to build their career outside.

In this part, my task was to sort out their CV who were willing to take VRS and called them to confirm that their application was successfully submitted to the HR department. Again, after doing all the documents together, I had sent them an e-mail to perform the final procedure of VRS where they will sign on some legal documents related to their retirement scheme. After that, there was also a task related to the SIM card transformation where the company SIM card would be converted to the individual personal SIM card. This activity was going on throughout 2 weeks.

## My GP campaign activities:

My GP app is a new concept of Grameenphone Limited. This app will give all the Grameenphone services and the customized self-service application in one single point. It helps to check usage status, help to manage FNF and purchase internet packs, instant recharge any GP number anytime anywhere, get talk time, and reward points and so on. Therefore, to make this application available for more GP customers, I gave some ideas for the campus engagement like to play games and the GP customer will win reward points as well as in their My GP app. This was a proposed function as the implementation of this campaign was also in the process.

# Chapter 4

## Internship Report on New Service Development of GP for the Customer of Gazipur

## 4.1 Project part:

### Introduction

Dhaka is the battle ground for all operators. Here everybody is giving their best to secure the market. It's additionally the significant revenue generating sector of all competitors. Dhaka is also a dynamic metro market. Something new is occurring each day which is affecting business both emphatically and adversely. For each aggressive move, they have to concentrate on sharp planning, forecasting, execution, speed, and excellence. Even Dhaka is a middle-class working population. Life here is reliant on salary. To analyze all sides of Dhaka, Grameenphone comes up with the new concept called cluster system or the circle division of Grameenphone where Dhaka circle is an essential part of the five circles of Grameenphone. After introducing the circle concept, the market share of Dhaka circle has raised like 15% to 20% in a comparison with the other circles of the Grameenphone like Rajshahi, Chittagong, Sylhet, Khulna.

The activities that circle is doing now is extraordinary ownership based task contrasted with the past activities in the Grameenphone business dimensions. For instance, previously when internet based data packages were launched; it was the responsibility of product division who had the ownership. Territorial departments provide support to them. The each and every division like product, distribution, marketing, retailing, and sales divisions had their ownership for every particular product and service and had to responsible and accountable for the every activity. Indeed, even in those cases, they generally focused on national figures. However now, the ownership is shared and has come down to circle level. Now, everybody is making attempt to convey specific outcomes of the overall circle. Again the success of circle is collaborating with the governance and guidelines of finest leadership talents who can drive business and take it to the right direction.

To drive the market more successfully and effectively, Dhaka circle is divided into three sections – Dhaka Metro, Dhaka North (Gazipur) and Dhaka South. Here, Dhaka North focused with Garments factory; Dhaka South that is profoundly centered on small business and Dhaka Metro the commercial centers. So the customer's purchase and buying behavior is different from 1st to last day of the month.

## 4.2 Methodology:

The information that has been used in the report is collected in two different ways. Those are:

### Primary Data

In the project part, the whole information has been collected from the market visit from knowing about the consumer behavior as well as gets the information with the help of my supervisor and his team in terms of taking the interview.

### Secondary Data

The secondary source of my collecting information was the internet, Grameenphone website and some journals published on Dhaka Circle Business Commercial.

## 4.3 Overview of Gazipur project:

Gazipur District is situated on the north side of the capital city of Dhaka. Gazipur area is one of the old and historic districts with hundreds of years of age custom. The expansive version of garments industry of the country is set up in this region. The total population of Gazipur district is 34, 03,912.

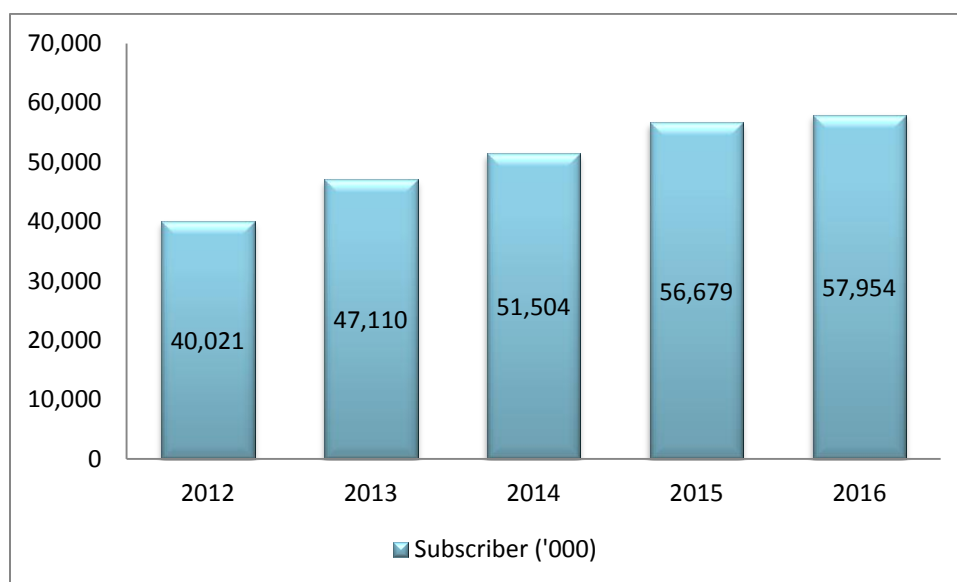
The USPs of Gazipur region:

- ✓ Small industries are growing in this region. There are some opportunities to grow up new markets.
- ✓ New industries like garments are growing, where people from different places are coming and going just after to finish their work. So in this area, one can go through so many experiments.
- ✓ Gazipur is also an area of mixed culture where one could get the taste of the rural area, the flavor of Dhaka metro, the flavor of semi urban portion area as well as the feel of the industrial area. Therefore, it is a mixture place where each and every type of categories is seen in this area.



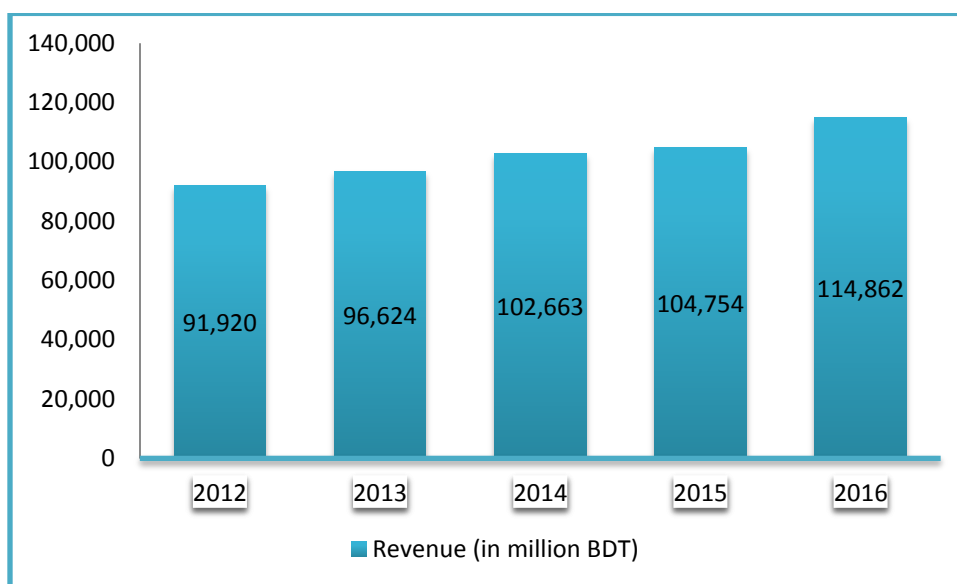
- ✓ Gazipur shows that a centric number is moving in a wide range but they are not able to understand the behavior of the people.

Moreover, the total subscriber of Grameenphone in 2016 was 57,954,000 or 50 million where the contribution of Gazipur was 5,643,000. After the declaration of Gazipur project declared on 2016, they observed 136K subscriber growth in this area.



**Figure 7: GP Subscribers**

The revenue of the Grameenphone in 2016 was 114,862 million BDT where they observed year on year 12% revenue growth. The monthly revenue from Gazipur area is 95.2 Crore BDT.



**Figure 8: GP Revenue**

The other information on Gazipur is-

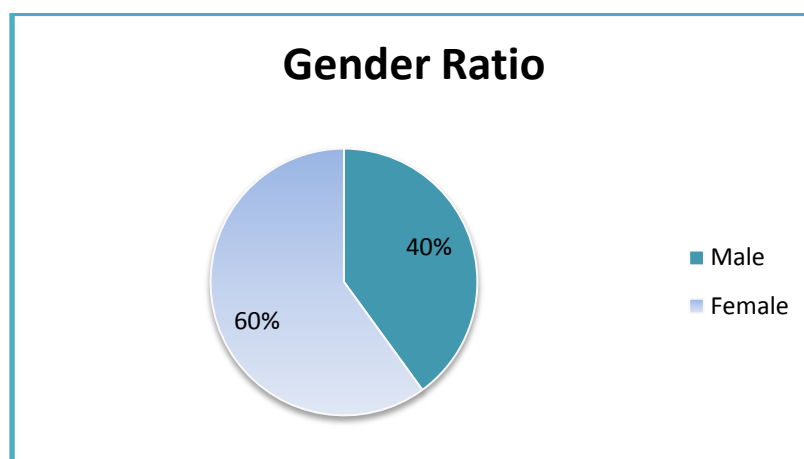
Grameenphone campaign takes is 56% of the subscribers in Gazipur.

Rate Cutter Taker is the most popular product on that area where 295,400 users are taking this offer per day.

Monthly Income is 12,000 taka per worker.

The number of Internet user is 2.1 Million out of 5.7 Million subscriber base.

The male and female ratio of garments worker sector is 40:60.



**Figure 9: Gender Ratio**

Monthly 8 Million BDT budget is proposed for Gazipur. In Grameenphone, second highest revenue and second highest growth of Grameenphone is mostly coming from Gazipur region.

For Dhaka circle, Gazipur is a very important area. Gazipur is mostly a garments based area where people are specifically characterized by some unique quality. The opportunities in Gazipur are –

- Festive Friday where the people like to search for entertainment in this day,
- 6-20<sup>th</sup> of the month is a crucial part where they decide how to spend the flow of money in which sector,
- Highest user of IMO just find in the Gazipur area as many of their relatives or family members reside outside Bangladesh,
- Feature mobile phone with the internet user is arising,
- the huge segment is young, unmarried and female, they have a tendency to purchase Weekly, mostly deals on credit with the retailers,
- No or limited entertainment as they get limited salary to spend their life,
- They are mostly dominated by the mess opinion leaders as if someone buys mobile from online shop others will also go for it,
- They use scratch card,
- Have trend to walk 6-8 km daily in their lifestyle.

After going through these characteristics, Grameenphone has come up with some ideas to target that segment where they are analyzing on the female workers on Gazipur. Therefore, to keep everything in the mind, Gazipur area was launched in Dhaka circle. The approximate timeline to run the Gazipur project is that it is a continuous process until or unless Grameenphone does not feel the necessity to not focus on Gazipur area.

## 4.4 The objectives of the project:

The objectives of the project is

1. To scale up the performance of all the territories in Gazipur of Grameenphone,
2. Maximize the share of the Grameenphone wallet,
3. Strengthen the Grameenphone footprints in every corner of the country,
4. Create some valuable product for the marginal people those need extremely value for money in their life.

To drive the objectives, the insights are collected by primary data, made some prototype and test them, try out selective territories on which the offer should be promoted. For some immediate action, MVP (Minimum Viable Testing) is going on basis usage, recharge, and affordability. So they are planning some voice & data based offers that can be offered to entertain them in a single product offering.

As I worked in the marketing team of Dhaka circle commercial, marketing research was one of the important parts in this team. As Dhaka circle is divided into three regions and Dhaka North (Gazipur) is a project where they are trying to identify the major segment of the customer of their products and services. For the new service development of Dhaka, circle Gazipur is a big segment. The RMG sectors are mostly dominated in Gazipur area where this project will capture the good opportunities and able to establish a better market of GP.

## 4.5 Initial stage of Gazipur project:

Actually, in the initial stage of Gazipur project, there was not any region. It was just only an area as well as it was not only a part of Dhaka circle and not declared as a region. It was a sub section of Mymensingh region. When the higher authority of Grameenphone found that it has been

becoming an emerging market and the distance from Dhaka to Gazipur is less than the distance from Mymensingh to Gazipur, Grameenphone has separated Gazipur from Mymensingh. So by thinking about the difference between the distance barriers, Grameenphone took the decision to include it into Dhaka Circle so that the focus on this region will be much more specific. Even, by analyzing the potentiality and the business perspective of Gazipur area, the Grameenphone took the final decision. That's why Gazipur region was launched newly in the mid of 2016. The main objective of Gazipur region was to focus on the RMG sector, SME industry to grow up the Gazipur region.

## 4.6 The Reason:

The reason behind starting this project was-

Mobile service usage is quite high among the marginal income segment. A major segment of the BPO (Business process outsourcing) group is the RMG workers. Business process outsourcing refers it is a part of outsourcing where the responsibility of operations is being given to another third party under a contract.

RMG (ready made garments) workers are a major segment in Gazipur, female folks of them are one of the major chunk availing telecom services.

One of the parts of this project understands overall usage and attitude of the target segment along with their usage journey and interaction, involvement and engagement with different touch points.

## 4.7 Who approved this project:

Sajjad Hasib, the head of Dhaka Circle department and Yasir Azman, the Chief Marketing Officer of Grameenphone took the decision. However, they take for any kind of decision regarding the activities of the circle.

If they are investing in any business, they have needed to find out the amount that they can get back as a return from the investment. For the amount of investment, the business intelligence team is always giving the information that how much they should invest in the market. The

revenue planner gives the calculation based on numbers. Even they suggest that if Grameenphone suggestion to focus on any specific area for some more opportunities to earn revenue, then the higher authority again analyze the whole findings and can make a decision on which region they should give more focus. Here, when they found out that the revenue of Gazipur was growing, they would start to think about the area separately and took the final decision to start this project. Revenue is the main objective for starting any project as for any business revenue is the primary concern to run any types of business.

## 4.8 The people on this project:

The people and the employee who is working for Gazipur project is given below:

1. A.F.M. Safat Aman - Area Manager, Business Circle Dhaka Commercial
2. Md Ashadulla Habib Khan Pathan Area Manager, Business Circle Dhaka Commercial
3. Mohammad Kamal Hossain Market Communication Head, Business Circle Dhaka Commercial
4. Asif A. M. Sydur Rahman Market Communication Specialist, Business Circle Dhaka Commercial
5. Sohel Rana Senior Territory Manager, Business Circle Dhaka Commercial

## 4.9 The consumers of Gazipur:

There are two types of female RMG workers in Gazipur:

Young female workers aged between 15 -25 years and mid aged workers age is between 26- 40 years. These two segments are the main group of who is working in the RMG sector.

### **The young workers:**

1. The status shows that the workers are either married or unmarried but still have a family with whom they live their life. It means that they like to stay in a lineage or a group of people consisting of parents.
2. The RMG workers are the people who may have facing poverty or do not get the chance of proper study. Therefore, they have got a limited chance for study.

3. Working in the RMG sector gives them some independent where they earn money by their hard work. Independently working helps to meet the family financial need.
4. As it is a young worker of RMG, laughter and enjoy with friends is a part of their life and less bothered about their hardships.
5. Their aim of life is a desire to have a better lifestyle where they actively look for up gradation of their lifestyle.
6. As they are the young workers, they belong to that part who like to learn new things. So these workers are more adaptive to new products and technologies.

### **The mid aged workers:**

1. As they are older than the previous section, so mostly they are married and live with their children.
2. As they have children, so their most crucial duty is to work to support families financial condition and ensure better lifestyle for their children.
3. They aspire to have a better lifestyle for their children and family. They are less evolved and lacks aspirations for self as they have dedicated their lives to their children and their family.
4. As they belong to less solvent family so restricted to do so many things by some family practice and confined within regular life.
5. Restriction from the family makes them less adaptive towards new thing so that they have limited exposure and low awareness about new products and technologies.

## **4.10 Their daily routine:**

The daily routine of a worker:

1. A workers day starts at 6 am in the morning with the hurry. So from 6 am to 8 am is the time where they need to prepare breakfast for all the family members, make children ready for their school if they are older enough and finally going off to work.
2. After that, 8 am to 1 pm is the busiest schedule where they started their work and get involved in the task that they are assigned for. So this is the busy schedule for them in the workplace.

3. Then 1 to 2 pm is the time when they get some time for their lunch. So they quickly finish their lunch in the workplace but few workers come home for their lunch. As well as they connect with family or friends over the phone at that time as well. As in many offices, the workers are not allowed to talk over the phone. So before starting off their work, they need to submit their phone in the office.
4. Again, 2 pm to 5/6 pm is the busy schedule when they go back to their task in the workplace and pass a busy schedule.
5. Just after finishing their work, they return to their home. They get some entertainment and family moment which is from 6 – 11/12pm. On that time, again go back to the cooking and the household chores, connecting with family or peers on phone, sit with children for their homework though they are few in numbers, watching TV shows and serials, spending a family moment with their children and the other family members.

As the project is mostly analyzing on the female workers, the regular routine of them is mostly occupied within household chores and workplace. However, those who are unmarried have more free time.

## 4.11 The RMG workers' life:

The younger and the older workers' lifestyle are a bit different. To understand their lifestyle, the insights are given below:

### **The older RMG workers' life:**

1. As they the older RMG workers, so they have a lot of stress regarding their life and also for their family. Therefore, they lead a stressful life and trying to meet ends. Their dreams and concerns are centered on family and children.
2. The media interaction spans over television and mobile. In television, they watch Hindi serials or the local TV shows and listen to music on mobile.
3. They are mostly traditional generation among the RMG workers. The daily routines are very fixated and mundane between work place and home chores.
4. They are less adaptive towards new process or technologies. Even they are less evolved and low exposure toward any new things in the world.



5. Even sometimes, they have lack of interest in mobile or internet usage. The reason can be their illiteracy and family prioritizes which is being the major barrier to hook them to lead the traditional life.

### **The younger RMG worker's life:**

1. Most of the young workers have a carefree attitude. So they do not bother about anyone and have a feeling like a burden free on the family.
2. This new generation of young workers has high media interaction likes to do Face booking, surf the net or listening to Radio/music on phone. Though this is smaller in number, however, this segment is rising.
3. They are such a generation who are conscious about change in surroundings about aspire to cope up with new thing related to product, service. Eve, they also have a high interest in dealing with Smartphone if they can get a chance to hold off to them.

## **4.12 The medium of entertainment:**

### **Television:**

TV has the essence of wealth; it appears to characterize purchaser of the society and be a medium of entertainment. TV is seen as the main source of entertainment for them.



**Figure 10**

The channels those are more popular among the RMG workers are foreign channels like Star Jalsha, Zee Bangla, Star Plus, Colors bangle, Sony and cartoon network where the programs are Sa-re-ga-ma and daily soaps like Khoka Babu, Patol Kumar Ganwala and Rakhi Bandhan,

Mirakkel etc and the local channels like Shomoy TV, NTV, ATN bangle where they watch news, movies and music show, Motu Patlu etc but these people are very few in number. Higher inclinations towards Indian channels were observed most among them. Most of the timing of their TV programs is in the late evening or night.

### **Mobile:**

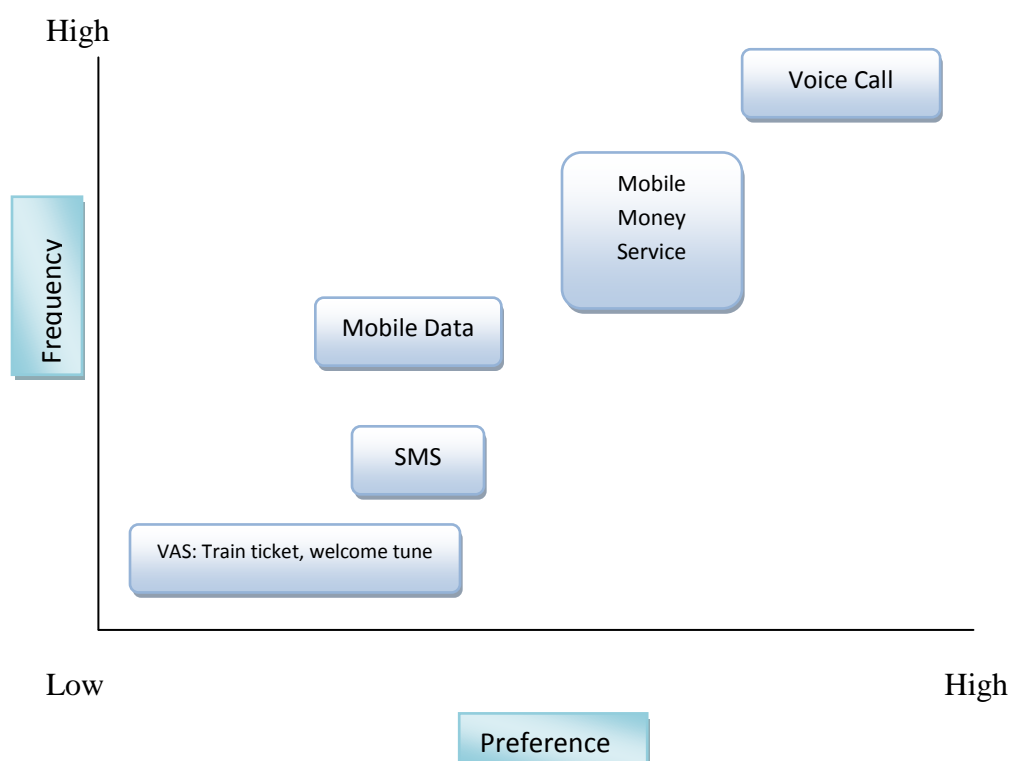
Mobile is seen as another important source of entertainment both as an alternative source for entertainment or being connected with dear ones whenever they are relaxing or while they are cooking in the late evening or the night. In mobile, mostly they are talking, playing games or listening to music which is stored on their memory card of the phone. However, different virtual mediums like Face book, Viber or IMO is gaining popularity among young workers though it is few in numbers. IMO means in my opinion. The function of IMO Messenger app offers users with a platform from where they can chat with multiple people. Members of some families who lived in abroad communicate with them with the help IMO. It is hugely popular among them as this app can be used for both voice & video call.

### **FM Radio:**

FM radio is considered as an easily accessible medium for entertainment. However, the usage is quite low due to time constraint and preference to TV programs. Bhoot FM, Love guru, and random programs are some of the programs listening by them and timings of those listening those programs are in the late evening or night.

## **4.13 Understanding service usage pattern:**

Till now, it was all about the consumer behavior and their lifestyle in the market. Now the usage pattern of taking telecom services is discussed below:



**Figure 11: Grameenphone service usage pattern**

1. As the RMG workers belong to the lower class families, therefore, the value added services (VAS) like train ticket or the welcome tune services is less preferred and frequency of taking this service is also low. A very few VAS is enjoyed by them and create awareness. The cues of not taking of this service are that most of the VAS lack life space relevance and the services are a bit costly to them.
2. Communication pattern is changing. Internet based social communication sites (mostly Face book) took the place of SMS and some part of the voice calls. The evolved consumers find the internet based communication services are cost effective, informative and entertaining. The preference and frequency are also medium of SMS and mobile internet.
3. Mobile money service like bKash, MobiCash, DBBL Rocket is the second most popular service to them. As bKash is dedicated by facilitating money transfer to anyone through mobile phones. The service of bKash also makes their life easier as they do not have to

go back home or anywhere else to get money when you need to buy something. So the preference and the frequency are quite high.

4. Voice call has been predominant in terms of usage concern for this segment. Therefore, in spite of all the technologies, people's preference and frequency of taking this service are the most.

## 4.14 Their recharge Phenomena in terms of voice

### offer:

Consumers use both scratch card and flexi load service to recharge their phone. However, the scratch card is preferred over flexi load.

### Scratch Card:

A scratch card is a small card, made of the thin paper-based card where the card conceals PIN number. If the worker scratch the hidden numbers and put those on their phone, the mobile balance will be recharged. Some pros and cons are given below:

#### **Pros:**

##### Accessible:

Scratch cards are accessible from anywhere from any place. So it is accessible for the workers as the recharge can be done by scratch card at any time.

##### Safe:

Scratch card is safe to them. They said that their number stays protected because the worker itself recharges her mobile balance where in another process, she goes to the retailer for recharging the balance. In that place, she needs to give her number and the number goes to another person. She does not feel safe by that method.

**Cons:**Difficult process:

Some worker thinks that it is a difficult process. As they need to buy a card, scratch them and put before and after pins and the hidden numbers, all the things seems a bit complicated to them. So they think it is a very difficult process.

Offers are not available:

If they go for a scratch card for reloading, the offers which they will get in another recharging process, will not available in the scratch card recharge. They think that it is a disadvantage from that perspective.

**Flexi load:**

Flexi load, a part of the electronic recharge system, was first introduced by Grameenphone. To reload the pre-paid account, customer needs to visit the authorized scratch card retail outlets for the flexi load. Customer needs to choose any amount between Tk.10 to Tk. 5,000, make the payment and the retailer will right away reload the customers' account from his mobile handset. Workers will get immediate confirmation through SMS after a successful reload.

**Pros:**Convenient:

The workers feel that it is convenient for reloading a mobile balance. As the retailer carries the responsibility of recharging properly, there is no change of mistake to reload the account.

Availability of the offers:

The workers can avail the availability of offers like a free minute or the minute packs are available for 20 minutes at 14 taka or 300minutes at 99 taka for 7days.

**Cons:**Privacy:

The number gets spreader if the workers go for the flexi load. So they feel that it gives no privacy of their number.

## 4.15 Offer purchase behavior of Grameenphone:

The Grameenphone packages that they take in a frequent way are given below:

**20 taka Recharge:**

For recharging 20 taka, mostly the workers choose a scratch card. It is also the lowest amount on the scratch card. Mostly they take it as they are unaware of Grameenphone offers that can avail in their phone.

**100 minute by 43/53 Takas + 60 Poisa minute at 109taka:**

The number of taking this offer is very few. These are only available in flexi load method. 100 minute at 53 takas is a cheap but financial constraint that cannot encourage them to recharge such bigger amount. The workers said that they have very limited income. They cannot afford to recharge big amount. Moreover, they think that if they recharge more, they will talk more. So they do not recharge more than 20 taka at one goes.

**250 MB at 31 taka:**

The offer is mostly taken through the flexi load. It has also infrequent usage among evolved users. The usage of this offer is mostly used for face book or downloading the preferred song.

## 4.16 Information sources for offers/packages:

An information source is the touch point from where information comes, arises or obtained which vary across different forms of users.

## Television Commercial (TVC):

A television commercial is a form of advertising in which the idea of the products and the services go through the television. TVC generate interest about the Grameenphone package and drive awareness.



Figure 12: TVC

## Local recharge store:

The local retail store is the place where the retailer sells different operators product and services to the customers. They get products directly from the whole suppliers or the distribution house of Grameenphone. For every sells of the telecom product, they get a certain percentage of commission. For the information source, the workers are informed by the retailers about Grameenphone new product and services and in store take the offer for their usage.



Figure 13: Posters on Local Recharge Store

### USSD code/ scratch card:

USSD (Unstructured Supplementary Service Data) is a Global System for Mobile (GSM) used by the mobile phones to communicate with the service provider.

Regular purchase of scratch card or take services through USSD code leads to auto involvement behavior of the workers. It creates lack of need for different offer or need for convenience and privacy.



Figure 14: Posters on Scratch Card



### **SMS/ IVR calls:**

SMS and interactive voice response (IVR) can also be a part of the information source. Interactive voice response (IVR) is a technology that allows a computer to interact with humans through the use of voice in the telecommunications industry. Through the activation of SMS offer or IVR calls from the operator on offers spark the usage toward the workers.

### **Indirect purchase:**

In this part, the worker is not directly purchase the offer. Her family members or the beloved persons help them to recharge on their phone. It shows the social stigma as the user does not have the direct involvement of choosing a product.

### **Peer groups' reference:**

A peer group consists of the people like the colleague and their husband who belongs to the same social status and share similar interest to purchase any product or service. The group inclines them to purchase new package offers which are also tested by them before.

## **4.17 Internet usage dynamics:**

Most of the worker consider mobile as a facilitator for voice communication only. Penetration of data usage is very low among the target segment.

### **Their understanding of internet:**

- Peer influence is the most prominent activates for internet usage among evolved users. Mobile internet usage is less because of lack of smart phone and concerns on extra cost for buying internet based packages which are known as data plan to them.
- They understand that the internet means Face book, surfing on YouTube, connecting with people on IMO and playing games with the help of internet. However, face book is the single largest influencer for the evolved users to the usage of mobile internet.

## **4.18 Internet Usage Behavior:**

The internet usage behavior of the workers along with the reason and the barrier of the user and the non- user is given below:

Types	Cause of usage	Barriers to usage
User vs. Non-user	The need of using the internet arises through peer pressure but they have the desperation to blend it.	They have to bear extra cost for a mobile data plan as most have limited income and most mobile allowance is spent for special someone or family members.
	Face book is the single largest influencer to usage so the internet equals face book for many users.	Restriction from family is common among married female user as they have a conservative mentality.
	Sometimes it is self-exposure for them like mining through interesting posts and pictures. For lifestyle reference, they borrow through new clothing designs on Facebook and use them to make a new dress for them with the help of their tailor.	They perceived troublesomeness to use the internet on a cell phone. Absence of change agent to instigate usage
	They also use the internet for video streaming purpose like free music videos.	They have no explicit need and less evolved users with family restriction.
	Sometimes they get mobile data as free/bonus offers or zero Face book. On that time, they start to use the internet.	The reasons as a non-user of the internet are financial barriers in up-gradation to Smartphone or dependency grows up on family members for up-gradation of mobile.

## 4.19 Perception toward “device bundle offer”

This form of the campaign is more appreciated across all workers. The attractive set and reasonable price with installments drive preference. Some more perceptions are given below:

1. Talk time and small internet package are the main preference in a bundle offer. High talk time with extended validity is required by because of their high usage on voice calls but comparatively young workers want additional internet facility in a bundle offer.
2. They have a huge confusion about the quality of the phone as they claim that most of the handset that comes with bundle offer is low-cost Chinese brands which are of very poor quality. They are not willing to spend money on such phone.

These are the workers’ perception, opinion and behavior toward Grameenphone.

## Findings:

As the department has done field program by the interns, the findings from the field visit are given below:

1. Most of the interviewees have their own mobile phones and GP SIM. However, some of them have multiple SIM as well. But they use GP SIM mostly.
2. They use GP SIM for its strong network. Because their relatives and family members live far from their places. In those places, they do not get the proper network with other operators.
3. They are very price sensitive customers. Their recharge ranges are in between 20 to 50 in a week.
4. As they are very low-income people. They think before spending. So they buy bundle offers. As they get more minutes by spending less than regular recharge. But they want more minutes by spending less. However one of them demanded more SMS pack.
5. Some of them have their family members living abroad for work purpose (Middle East). So they use the net to communicate with them. By recharging 39tk they get the rate cutter offer with data. Mostly used for IMO.
6. One of them complained about the FNF system of GP. She said Banglalink gives her more benefits for FNF service than GP.
7. The emergency balance was another concern for them. They said it costs more than regular charge. However she still uses it for an emergency situation, so they know about it.
8. One of them had a complaint about 39 taka pack. She recharged 39 taka to get the offer. After that, she talked for 1 minute and 40 seconds and it charged her 2 taka 30 paisa instead of charging 1 taka 40 paisa.
9. One female guard told me that she has two SIM. One is GP & another one is Banglalink. She uses GP more. However, she uses Banglalink too. All of the guards said that they use Banglalink to get the network. They don't even get 1 signal of GP network in their assigned room.
10. Some of them demanded data pack with rate cutter packages.

11. Some of them said to increase the validity of rate cutter package. They liked the idea of per second 1 paisa offer. One of them was convinced to recharge 109tk just to get the 1-month validity with it.
12. Another reason of using other operator was to get the lower price while calling in the same operator. For example: Using BL for another BL number. Using Airtel for another Airtel number.
13. Besides GP they have other SIM but GP was common SIM among them. After GP they preferred Banglalink.
14. Most of their husbands have multiple SIM; one of them had no idea about offers; other packages. As her husband does this thing for her.
15. They face problem in customer care service. They call to get the solution but they find difficulties understanding the steps of customer care service. As a result of which their problems remain unsolved.
16. Another complaint was about the IBR. They don't understand English. So they face a problem here as well.
17. Some of them use social Medias as well but not many of them. Because most of them don't have the knowledge of how to use it. Some use Facebook most of them use IMO.
18. Another reason of using GP was that it was their 1st SIM. So they don't bother changing it.
19. One of them told that she had both GP & BL SIM. But she finds it easier to use GP SIM than BL SIM. So she uses GP SIM.
20. Low customer loyalty can be seen there. Few of them said as they have multiple SIM. They changed their SIM with different offers given by other operators.
21. One of them uses WIFI for net browsing. However, she said that she will try 39tk rate cutter offer for 39 MB.

## Recommendation:

The recommendation based on the findings and the field visit program is given below:

1. The target group appeared to have less exposure to mass media (TV, Billboards) due to inconvenient working hours and too much attraction toward the foreign channel. So Grameenphone should spend less money on TVCs.
2. More direct modes of communications would be more effective for this segment. SMS in the local language, IVR and physical promotion on common touch points like workplace or neighborhood market would likely to grab attention.
3. The higher tendencies of using scratch card among the RMG workers are observed. Therefore, they might consider introducing different offers like a free minute on the scratch card would likely to penetrate usage.
4. Face to face recommendation is the most effective way to create a balance between driving awareness and impact. Even, retailers' suggestion to take offers is likely to be more effective in both direct and indirect purchase of the Grameenphone product. So, Grameenphone should more emphasis on retailers by increasing the commission of them.
5. The market is not evolved enough for effective usage of internet based services in the Gazipur based RMG workers. The adoption process is still on however it is on the edge of becoming popular across the country. Face book is usually the entire point of internet usage where they are influenced by peer circles. So target the users who are already taking the Grameenphone services and promote more exciting offers to them.
6. Accessibility to the smart device is a challenge for this segment so Grameenphone needs to introduce good quality smart phones with SIM card and bundle offer at an affordable price.
7. Lower call rate is the main purchase driver as they have a sense of limited spending. Therefore, introduce some offer which at a lower rate but with extended validity.
8. Smaller offers like 15/20 minutes by 10 takas might be considered for purchase in a frequent way. Even, promote some offers which will be hasty purchase at the lunch break to connect to the dear ones.
9. GP music can introduce some value added service for the Gazipur female workers in terms of songs where they will get customized songs according to their preference at the

most possible lower cost. As the worker also said that they need to pay 20-30taka for getting 1GB full songs to the retailers and most of the songs I do not like to listen. It would be appreciated if they could get only their preferred songs at a lower cost.

10. A new value added service can be launched by Grameenphone named “GP Religious World” for that segment who does not want to listen to music but wish to listen to Ayat or Hadith at an affordable price.
11. There is not done any survey based on male worker but they need to remember that the 40% of RMG workers are male. They should focus on that segment as well.
12. The study of other industry workers like brick field and the rubber industry is not done yet. The company can find out some findings from that part as those are the growing industry of Gazipur.

## Conclusion:

Grameenphone, being the largest operator always tries to hit the market with the best product offering which again is bolstered by highly integrated communication efforts in a bid to stay competitive. Grameenphone business intelligence team is doing an excellent work to constantly give the information of performances. It is not a single component; the success is dependent on the entire echo system of the circle of Grameenphone.

However, the customer of Grameenphone wants consistent support from the operator so the authority should give more attention for more investment in improving the service. However, the circle is mainly working on the customer segment of Gazipur region to determine their action and address them some lucrative offers. Most importantly, they try to accumulate as many insights as they can. They have additionally launched various products, campaigns and activations to test which one is more purchased by customers. Therefore, Sajjad Hasib, the head of the Dhaka circle, said that they are going completely red way for the project – learn fast, fail fast, emphasize and succeed.



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## Appendix:

The questionnaires of the field visit program are:

1. How many mobile SIM cards do you use?
2. Do you have multiple SIM? What is that?
3. Why do you use GP SIM?
4. What is your recharge rate in taka per week?
5. Which one do you prefer bundle offer or the SMS pack?
6. Do you think bundle offer for minutes pack is more beneficial or the regular recharge?
7. Do you prefer to use the internet?
8. On what purpose do you use the internet?
9. For internet usage, which offer do you prefer to buy for the internet?
10. Do you influence by other operators' service which is also given by GP?
11. Do you prefer emergency balance more?
12. What is your complaint regarding emergency balance?
13. Do you think GP is less valuable in terms of network coverage? If it's true, then what is your complaint?
14. Do you have any suggestion regarding rate cutter offer?
15. What are the reasons for using other operators?
16. Why do you use GP SIM besides other operators SIM card?
17. What are the preferences of your family member about using SIM card?
18. Do you get proper feedback from the GP customer care center?
19. Do you face any language problem in terms of SMS or IBR?
20. Which one is more preferable to you IMO or face book?