

## **A Brand Plan on Symphony Mobile By Market Access Providers Ltd.**

# **A Brand Plan on Symphony Mobile**

**by**

**Market Access Providers Ltd.**



Inspiring Excellence

## **PREPARED BY:**

Md. Nazmul Haque

ID: 15264041

Major: Marketing

Masters of Business Administration

BRAC Business School

## **SUPERVISED BY:**

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

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**Signature of Supervisor**

**Internship Duration: 12 weeks**

**Date of Submission: 7<sup>th</sup> December, 2017**

## LETTER OF TRANSMITTAL

7<sup>th</sup> December, 2017

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University.

Subject: Submission of Internship Report.

Dear Sir,

It gives me enormous pleasure to submit my internship report that I have completed as part of fulfilling the requirement for the Internship course from Masters of Business Administration, BRAC University. I have completed my internship program from Market Access Providers Limited. And I have tried my best to make an effective and credible Internship Report.

The report contains a comprehensive study on “A Brand Plan on Symphony Mobile”. It was a great delight for me to have the opportunity to work on the above-mentioned.

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,

Name: Md. Nazmul Haque

ID No: 15264041

Masters of Business Administration

BRAC University

August 27<sup>th</sup>, 2017

Dr. Suman Paul Chowdhury  
Assistant Professor  
BRAC University  
66 Mohakhali, Dhaka-1212  
Email: [spc@bracu.ac.bd](mailto:spc@bracu.ac.bd)

**Re.: Internship Placement of Md. Nazmul Haque**

Dear Mr. Dr. Suman Paul Chowdhury,

You will be happy to know that Mr. Md. Nazmul Haque from BRAC University will be working with us at Market Access' Group as a Marketing Intern from Sep 1<sup>st</sup>, 2017 - Dec 1<sup>st</sup>, 2017. During this period, he is allowed to complete his required academic internship project under the supervision of Mr. Shah-Er Rahman, Coordinator. The tenure of his internship will be 12 weeks.

Warm Regards.

Sincerely Yours,


**Shah-Er Rahman**  
Coordinator  
Market Access Provider Ltd  
[Shaher@marketaccesspl.com](mailto:Shaher@marketaccesspl.com)  
01717553665



## **ACKNOWLEDGEMENT**

At the beginning I am very much grateful to almighty for giving me strength and opportunity and sound mind to complete the internship report. I am grateful to many individuals for completing my internship report successfully.

First of all I would like to thank to my Internship Supervisor, Md. Hasan Maksud Chowdhury, Assistant Professor for guiding me and encouraging me to work on this exciting topic for my internship report. I strongly believe that, these will assist me a lot to make me more professional and building my future professional career.

I would like to gratify my external supervisor Shah-Er-Rahman, coordinator, Market Access Providers Limited for his guidance and cooperation to prepare this report. He had been very helpful through the internship program and provided all necessary information to make this report. This internship report might never have been completed without the necessary particle knowledge, assistance of many books, articles, websites and primary data. It enhanced my practical knowledge in corporate culture.

Finally, my heartiest thanks go to others who were involved and helped directly and indirectly to prepare this report. Without them all these would not have been made possible.

## **EXECUTIVE SUMMARY**

The heart of any business success lies in its strategies. Most aspects of business depend on how the companies develop its products and strategies. Without product branding strategy, business may not offer the best products or services in industry as well as will not understand customer needs which is very important during a product lifecycle. Product of any company cannot be marketed well without a proper, effective, planned and successful branding activities. The discussion in this study is intended to introduce some of the concepts and strategies of Market Access Providers Ltd about their branding processes.

The paper is started with the description of Market Access Providers Limited. Where I have completed my 3 months internship program, from 1<sup>st</sup> September to 1st December 2017. In addition, this report contains a small overview and structure of Mobile and Electronic Department. Moreover, mobile market and business model information also include at body part of the report. Along with that marketing plan, targeted customer segment, SWOT analysis are also included in the report body, which will give a clear view regarding the status of the brand.

I have tried my best to come up with the valid explanations for the report information and useful recommendation. However, due to lack of sufficient practical experience regarding such

Statistical analysis, the recommendation may not be the very accurate enough. I believe a full reading of the will provide a brand development process and my duties over there.

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## Introduction:

Mobile phones today have become an obligation of human being life. It is treated as a vital device carried by individual to be informed and linked with the world. A few years ago the basic functionality of mobile phones was limited to just attending and responding to calls. With the modernization in the technology, day to day information and data gets on fingertips and so is the case of mobile phone and the applications associated with it. Now a day, we are using maximum portion of our time in a day by using mobile phone to finish our official and casual works. 'In an article on the importance of mobile phone Alok (2015) mentioned that 'Now a days, whatever the age everyone wants to have a mobile phone as their social status sign. Regardless various reason everyone is using latest models of this magic gadget'.

For that reason, the ever growing need for better functionality in mobile phones has given birth to an entire gamut of leading edge technologies for customized mobile application development. Mobile Phone is new name of silent riot in Bangladesh. Mobile phone is playing vital role in removing the digital divide. Now days, we cannot think a single day without mobile phone in the article the importance of mobile business communication Barnett (2013) state that, 'If your employees are tech savvy, nowadays they can perform a bunch with the help of different features of smart phones'. Mobile phone is contributing active role in receiving and sending information in the villages.

As I am a student of Business faculty and just completed my theoretical part it was a great area of working. Mobile is a lucrative and challenging industry in our country now a day. If a student wants to know the scenario of marketing mobile industry is one of the perfect fields I must say and is it more educative when product is in initial stage.





## Origin of the report:

This report is prepared as a part of completion for Masters of Business Administration.

## Objectives of the Report:

My objectives of the report to learn the Symphony Awareness Drive by associating with Market Access Providers Ltd. And also understand the better way of delivering the Branding activities of my own. Every study should have qualitative and quantitative explanation. In this report I tried my level best to do that at a same time. First I tried to understand the company activities and then I tried to compare those activities with my learnings as an intern of this company.

### **Specific objectives:**

- ✓ To give an overview of EDISON Group, Market Access and Symphony Mobile
- ✓ To analyze the situation of mobile industry in Bangladesh
- ✓ To study the current branding strategies of Symphony Mobile
- ✓ To write a strategic brand plan of Symphony Mobile
- ✓ To analyze SWOT for the purpose of determining of its strengths, weakness, opportunities, and threats
- ✓ Finally, to suggest necessary recommendations to overcome the shortcomings of Symphony Mobile branding

## Scope of the study

This study is done for academic purpose and study is limited within the territorial boundary of Bangladesh where Symphony conducts its operation. The main focus of the study is to make strategic brand planning of Symphony Mobile. The mobile phone brands currently functioning in Bangladesh are considered to form the strategies. Global brands like Samsung, Lava Huawei, Oppo etc. are considered and this study is limited with the mobile phone section of EDISON Group. Their other product lines are not considered. All the strategies mentioned is all about mobile phone only not any other electronic devices. The study explores the present market scenario of mobile industry and future market growth prospects of Bangladesh.

## Methodology:

The data are collected by using noted technique. The report is an affiliation reports and used information I have mostly received from my office. In addition, the secondary data, those data are not classified, analyzed, interpreted in the report. Some graphical tools are used in this report for explaining data more precisely. The collected data were scrutinized very well and were pointed out and shown as findings. Few recommendations are also made for improvement of the current situation. The sources are:

Primary Sources are:

- Practical desk work
- Face to face conversation with the respective manager of my office
- Relevant file work as provided by the manager concern
- Regular briefing of my supervisor at office & work observation

Secondary sources are:

- Publicly published documents
- Information kept by brand manager and other manager
- Official website of ACI
- Different business report

# Chapter 1

## Organizational

### Overview Part

## About Market Access:

A full service digital marketing agency. Our team develops effective content strategies for forward thinking companies. We have a proven track record in increasing search engine rankings. We pursue relationships based on transparency, persistence, mutual trust, and integrity with our employees, customers and other business partners. Our team of specialists consistently delivers outstanding results combining creative ideas with our vast experience. We can help you build a sustainable, meaningful relationship with your clients by engaging them with your brand using social media. We work in areas as diverse as search engine optimization, social media marketing, email marketing and digital marketing.

Market Access Providers has its inception in 1999 been dedicated to offering a wide range of Web services, with a focus on best hosting, design and development of websites and E-Commerce solutions. As we are experienced in Online Sales & Marketing, We will deliver quality solutions in consulting, design, development, Online & Outdoor Marketing, and promotion. A professional, yet personal, approach is what you will receive when you do business with us.

Market Access worked as a third party consultancy firm for Symphony Mobile of EDISON group. The company is dealing with some of the top companies of Bangladesh like Aarong and Robi and also some multinational giant like Unilever.

## **Largest Human Flag:**

Market Access Providers Ltd has organized some of the massive events which are even took place in Guinness Book of world. Guinness World Record authorities have officially certified Bangladesh's human flag record of 27,117 people on 16 December 2013 as the world's largest human national flag. The record has also been officially posted on the Guinness World Record website.

Robi Axiata Limited, in partnership with the Bangladesh Army, shattered the Guinness World Record for Bangladesh with the creation of the world's largest human national flag using 27,117

people. The attempt was undertaken on Victory Day, 16 December 2013, at the National Parade Ground, Sher-E-Bangla Nagar.



Volunteers from the Bangladesh Army, school children, and the general population, comprising mostly of the youth and enthusiastic professionals, were brought together in an attempt to break the previous record held by Pakistan. The Bangladesh national flag was created with red and green placards, which were held above the heads of the participants. The world record required participants to hold their position for five minutes, but Bangladesh's largest human national flag was depicted for a total of six minutes and 14 seconds.

### **Lifebuoy Hand Wash Program:**

In order to change the child mortality scenario, Lifebuoy has rolled out the biggest hygiene education campaign in Bangladesh by localizing the global model of "School of 5" targeting schoolchildren of 6-12 years of age and their mothers.

Empirical research shows that an individual needs to constantly practice a particular behavior for 21 to 50 days for it to adopt the behavior. Therefore, Lifebuoy educates people to wash their hands 5 times a day through a 21 day habit change interventions in school. In 2014, this is being stepped up with the partnership of international NGO Water Aid, Plan International, WSUP and co-funded by British Government (DFID). This 21 day highly interactive school program is designed to lead behavioral change that interacts with both school children and mother promoting hand wash in 5 critical occasions with soap.

By the end of 2015, Lifebuoy would take the lifesaving message of hand wash to 30 million Bangladeshis. This exemplifies the Brand's aim to improve hygiene by promoting healthy habits in Bangladesh.

These two massive program was associated by Market Access Providers Ltd.

Some of our clients are:



## **Vision:**

The most respected Internet marketing agency. We want to change the way businesses speak, listen and share online.

## **EDISON Overview:**

I am an intern of Market Access Providers Ltd. One of our most important client is EDISON Group. Basically their product Symphony has a great impact to our company. So it is necessary to tell something about EDISON Group and Symphony Mobile. Here is something about the company and the mobile brand-

EDISON Group, one of the encouraging and evolving business groups, is founded with the aim of enhancing all aspects of life for the customers with powerful brands, reliable products and services. The group has diversified investment in Technology, Communication, Power, Real Estate, Electronics & Value Added Service sectors in Bangladesh. Groups first company SB Tel Enterprise Ltd, established in 2005, started mobile phone business under SYMPHONY brand in 2008 providing new experience to the consumers through continuous innovation and product diversification. The brand has been enjoying indisputable leading position in mobile phone industry. Another two supporting businesses – symphony accessories and mobile application (value added service- “Fun Store” powered by MoMagic Bangladesh)- added significant value to the Symphony mobile phone users Since 2011. Presently, EDISON Group has seven strategic business units operating in the market.

1. SB Tel Enterprises Ltd.
2. EDISON Technologies Ltd.
3. EDISON Properties Ltd.
4. EDISON Power Bangladesh Ltd.
5. MoMagic Bangladesh Ltd.
6. EDISON Logistics Ltd.
7. EDISON Electronics Ltd.

## **Vision:**

To be a responsible, respectable and prominent company.

## Mission:

Delivering difference to be the best in every market we serve, to the benefit of our customers and our stakeholders.



## About Symphony:

Symphony – a brand of EDISON Group is proud to enjoy indisputable leading position in mobile handset industry. Within short period of time since its introduction at the end of 2008 the brand Symphony has emerged as the fastest growing leading mobile handset brand in Bangladesh. Relentless work of the company to ensure exemplary service at all times and ability to provide stable and consistent solutions made Symphony the market leader in the handset segment in 2010. Aggressive pricing strategy, contemporary features & styling, international quality build a strong distribution network and after sales service have contributed to make Symphony Mobile the preferred choice of Bangladesh customers. The core focus of the company is to consistently provide outstanding customer service as it continues to explore new horizons to deliver newer and better solutions to its most valued premium asset, its customers.





### **Key Success Factors:**

This mobile phone brand has become very popular since its introduction in 2008 in Bangladesh especially among the youth generation. It is now the number one ranked in market share in Bangladesh over Nokia because of its unique proposition. Innovative features, design and market strategies have made this brand different from other brands in this country. It has introduced the 1<sup>st</sup> branded dual simcard phone in Bangladesh.

So, the basic characteristics behind the success of this phone company are:

1. Wide range of choice for different market segment
2. Attractive features
3. Competitive price
4. Customer reliability
5. Long durability similar to any leading global brand
6. Introduction of innovative service options
7. Standard customer service.

### **Achievement:**

1. Awarded as the best mobile handset brand in Best Brand Award 2016- organized by Bangladesh Brand Forum in partnership with Millward Brown.
2. Awarded as the best Bangladeshi brand in Best Brand Award 2015- organized by Bangladesh Brand Forum in partnership with Millward Brown.
3. Awarded as the best brand in mobile handset category in Best Brand Award 2015.
4. Awarded as the 4th best brand among all multinational and local brands of the country in Best Brand Award 2015.
5. Awarded as the 5th best local brand among all categories in 'Best Brand Award 2014' organized by Bangladesh Brand Forum.
6. In a humble ceremony in hotel Sarina MediaTek (world's best mobile chipset producer) gave award of 'Excellence in mobile handset & best partner of 2012'

# Chapter 2

# Project Part

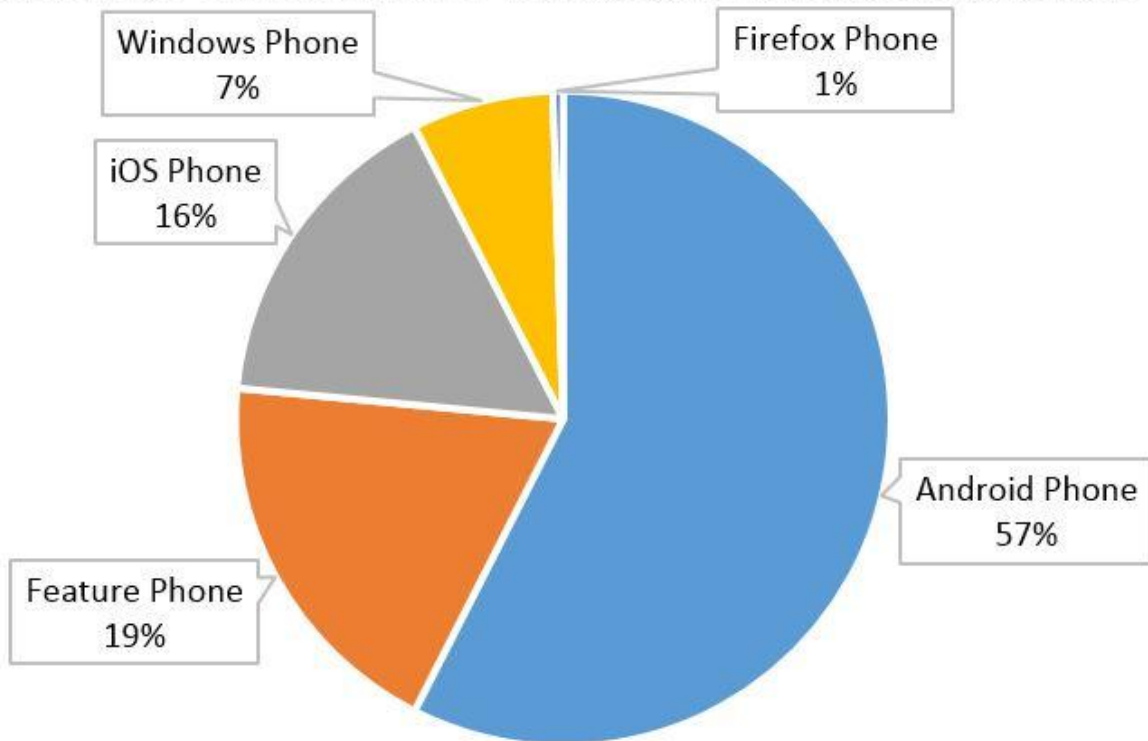
### Mobile Industry Background:

The mobile handset industry in Bangladesh has traditionally been dominated by the Finnish giant Nokia due to its low cost feature phones. This preference for inexpensive alternatives has kept buyers away from industry giants like Samsung. Today, it is a non-collusive oligopoly with local brands like Symphony dominating the market. They have successfully competed with international giants like Samsung and Nokia (which still closely follow suit.) Mobile Brands that are present in the Bangladesh are as following

- ✓ iPhone, Samsung, Nokia, HTC, Blackberry, Maximus, Symphony, Walton, Okapia, Motorola, LG and Chinese Sets etc.

A survey by Light Castle on a random sample of different age groups of mobile phone users in Dhaka, based on their preferred operating systems, can be seen below-

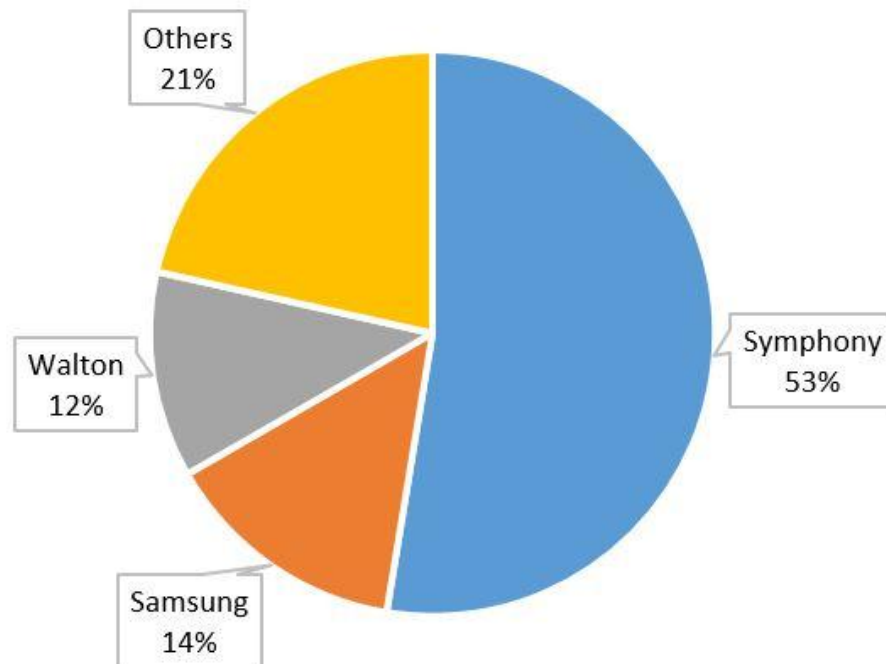
**Demand for Smartphones in Dhaka Based on Operating System**



SOURCE: LightCastle Partners

The following pie chart shows the demand data for smartphones in the current Bangladesh market based on the brand:

### Demand for Smartphones in Dhaka Based on Brand



Source: CyberMedia Research (India based market research firm)

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The above data shows that the key players in the market are Symphony, Walton, and Samsung, with Symphony being the leader in terms of market share. (2016)

#### **Growth and Capacity:**

As of now, the growth in the smartphone sales in Bangladesh, especially, Dhaka, is much higher than the global average of 20.3%, according to high officials from Samsung. The following factors have attributed to the growth in this sector:

- Provision of low-cost high speed 3g internet services throughout the country
- Equal Monthly Installment plans provided by banks to buy phones
- Various discounts and bundle offers provided by different companies to boost sales
- The population consisting mostly of a younger demographic

According to BTRC, the number of GSM subscribers in Bangladesh has gone up by 34% in the past year and has reached 119.62 million this November. This is not surprising, given that Bangladesh is trying to elevate its status from a low to middle income nation. The burgeoning upper middle-class segment, coupled with the existing young and dynamic labor force, is driving the shift in demand from feature phones to smartphones. Despite of this, there is room for growth in the market. According to a GSMA report, only 67.1 million people, amongst the potential 160 million, are unique subscribers.

## News about Mobile Phone Market in Our Country (Source: Prothom Alo, 1<sup>st</sup> February, 2016):

# মুঠোফোনে দেশীয় ব্র্যান্ডের প্রাধান্য

আশরাফুল ইসলাম ●

মুঠোফোনের বাজারে দেশীয় ব্র্যান্ডগুলোর আধিপত্য ক্রমেই বাড়ছে। স্মার্টফোন ও ফিচার ফোন মিলিয়ে ২০১৫ সালে দেশে ২ কোটি ৬০ লাখ মুঠোফোন বিক্রি হয়েছে। এর ৮৫ শতাংশ অর্থাৎ ২ কোটি ২০ লাখ ফোন বিক্রি হয়েছে দেশীয় ব্র্যান্ডের।

আমদানিকারক ও ব্যবসায়ীরা বলছেন, বাজার দখলের পাশাপাশি আয়ের দিক থেকেও দেশীয় ব্র্যান্ডগুলো এগিয়ে আছে। ৬ হাজার কোটি টাকার এই বাজারের ৬৫ শতাংশ বা ৪ হাজার কোটি টাকা আয় করছে দেশীয় ব্র্যান্ডগুলো। দেশীয় ব্র্যান্ডের মুঠোফোন ক্রেতারা অপেক্ষাকৃত কম দামে কিনতে পারছেন। মানের দিক থেকেও ভালো। এ দুটো কারণেই এসব ব্র্যান্ডের বাজার দখল বাড়ছে।

মুঠোফোন আমদানিকারকদের সংগঠন বাংলাদেশ মোবাইল ফোন ইমপোর্টার্স অ্যাসোসিয়েশনের (বিএমপিআইএ) পরিসংখ্যান অনুযায়ী, গত এক বছরে বহুজাতিক ব্র্যান্ডের ফোনের বাজার দখল ৩ শতাংশ কমে ১৫ শতাংশ হয়েছে, ২০১৪ সালে যা ছিল ১৮ শতাংশ।

দেশের বাজারে সব ব্র্যান্ডের মধ্যে শীর্ষে আছে সিম্ফনি। গত বছর একমাত্র এই প্রতিষ্ঠানটি ১ কোটির বেশি মুঠোফোন বিক্রি করতে পেরেছে। এর মধ্যে স্মার্টফোনের বাজারে সিম্ফনির বাজার দখল ৪৬ শতাংশ, আর বেসিক ফিচার ফোনে ৩৫ শতাংশের বেশি।

দেশীয় ব্র্যান্ডগুলোর মধ্যে সিম্ফনির পরেই বাজার দখলে এগিয়ে আছে ওয়ালটন মোবাইল। প্রতিষ্ঠানটির বাজার দখলের পরিমাণ এখন ১০ শতাংশের বেশি।

সিম্ফনি, ওয়ালটনের পাশাপাশি গত কয়েক বছরে বেশ কয়েকটি নতুন ব্র্যান্ড বাজারে এসেছে। এগুলোর মধ্যে রয়েছে এসিআইয়ের স্টাইলাস, ওকপিয়া, গোল্ডবার্গ, এলিট প্রভৃতি। সব মিলিয়ে প্রতিষ্ঠিত ১০টি দেশীয় মুঠোফোন ব্র্যান্ড এখন দেশের বাজারে মুঠোফোন বিক্রি করছে। আর এ সংখ্যাটি প্রতিনিয়তই বাড়ছে।

জনতে চাইলে বিএমপিআইএর

### মুঠোফোন বিক্রির বার্ষিক প্রবৃদ্ধি

হিসাব কোটিতে, প্রবৃদ্ধি শতাংশে



### সাধারণ মুঠোফোন ও স্মার্টফোনের বাজার অনুপাত



সূত্র: বিএমপিআইএ



মহাসচিব রেজওয়ানুল হক বলেন, 'দেশীয় ব্র্যান্ডগুলোর সাফল্যের মূল কারণ, তারা এ দেশের মানুষের ব্যবহার-উপযোগী (কাস্টমাইজেশন) করে মুঠোফোন বাজারে নিয়ে আসছে। আমাদের ক্রেতাদের বড় একটি অংশ ৫ থেকে ১০ হাজার টাকা বাজেটের

মধ্যে মুঠোফোন কেনেন। দেশীয় ব্র্যান্ডের বেশির ভাগ ফোনই এই দামে কিনতে পাওয়া যায়, যা নামীদামি বহুজাতিক ব্র্যান্ডের ফোনে পাওয়া যায় না।'

দেশে মুঠোফোন উৎপাদনের সম্ভাবনা নিয়ে রেজওয়ানুল হক বলেন,

'আগামী দুই বছরের মধ্যে দেশে মুঠোফোন সংযোজনের কারখানা চালু হবে বলে আশা করাছি আমরা। তবে পূর্ণ উৎপাদনে যেতে আরও কিছুটা সময় লাগবে; কারণ মোবাইল ফোনের উৎপাদন উচ্চ প্রযুক্তিনির্ভর। এসব ব্যাপারে আমাদের এখনো সক্ষমতা অর্জনের বিষয় আছে।'

তবে বিদেশি ব্র্যান্ডের মুঠোফোনের বিক্রিও মন্দ নয়। বহুজাতিক ব্র্যান্ডের মধ্যে দেশের বাজারে শীর্ষে আছে দক্ষিণ কোরিয়ার স্যামসাং। স্মার্টফোন ও ফিচার ফোন মিলিয়ে বাজারের ১২ শতাংশের বেশি দখলে আছে প্রতিষ্ঠানটির। রাজধানীর হাতিরপুলের মোতালিব প্লাজা ও বসুন্ধরা সিটির স্যামসাং বিক্রেতা ব্যবসায়ীরা জানান, গ্যালাক্সি এস সিরিজের পাশাপাশি সম্প্রতি জে সিরিজের বেশ কয়েকটি স্যামসাং স্মার্টফোন খুব ভালো চলছে বাজারে। বিক্রি হচ্ছে আইফোনও।

চীনা বহুজাতিক ব্র্যান্ড হুয়াওয়ের স্মার্টফোনও সাম্প্রতিক সময়ে বেশ ভালো বিক্রি হচ্ছে বলে জানান ব্যবসায়ীরা। প্রতিষ্ঠানটির জি, মেট ও পি সিরিজের স্মার্টফোনগুলোর চাহিদা ভালো বলে জানা গেছে। এ ছাড়া এইচটিসি, ওপো, আসুস, সনি, লেনোভোর মতো ব্র্যান্ডের স্মার্টফোনের বিক্রিও ভালো। গত বছরের শেষ দিকে এইচটিসি আনুষ্ঠানিকভাবে তাদের ফোন বাজারজাত করতে শুরু করেছে।

তবে বৈধভাবে বিক্রি হওয়া দেশি-বিদেশি সব ব্র্যান্ডের জন্যই মাথাব্যথার কারণ হয়ে দাঁড়িয়েছে অবৈধভাবে আমদানি হওয়া মুঠোফোন। অবৈধ ফোনের আমদানি ও বিক্রি বন্ধের বিষয়ে স্যামসাং গত বছর আদালতে একটি মামলা করে। স্যামসাং বাংলাদেশ কর্তৃপক্ষ বলছে, প্রতিদিন বাংলাদেশের বাজারে বৈধভাবে গড়ে স্যামসাং ব্র্যান্ডের ১ হাজার ৭০০ ইউনিট স্মার্টফোন বিক্রি হয়। একইভাবে প্রতিদিন অবৈধভাবে আমদানি হওয়া ১ হাজার ৭০০ ইউনিট স্যামসাং স্মার্টফোন বিক্রি হয়। অবৈধভাবে আমদানি ও বিক্রির কারণে শুধু স্যামসাং ব্র্যান্ড থেকেই সরকার বছরে রাজস্ব হারাচ্ছে ৪৬৪ কোটি ২৯ লাখ টাকা।

Local brands are taking over the mobile market in Bangladesh in recent period of time. In early 2016 85% of the total sales of mobile phones have been made by local brands. According to the businessman our local brands are not only ruling the Bangladeshi market by number of sales; it has also achieved huge profits. According to the statistics of BMPIA (Bangladesh Mobile Phone Importers Association) the market share of MNC mobile companies has decreased to 15% in year 2015 which was 18% in year 2014. Symphony is the leading local brand in the current mobile market; second position is held by Walton. Besides these there are some other local brands such as Stylus, Okapia, Goldberg, Elite etc.; who are expecting to grab the market in very near future. The reasons behind their success are local brands mobile phones come with more customization, they are cheaper and people are enjoying almost the same features as of foreign brands. According to Mr. Rejwanul Haque (Chief Secretary of BMPIA) within 2 years Bangladesh will be efficient enough to ensemble mobile phones locally and in a near future we will be able to manufacture mobile handsets locally. Although local brands are leading our mobile market; foreign brands are also doing well. But some illegal importing of foreign brands is becoming a threat to our mobile market. If Bangladesh Government takes effective initiative now to stop illegal importation then mobile business would be one of the most potential economic sectors.

From all the above reasons I have decided to make my internship report based on branding activities of Symphony mobiles by Market Access Providers.

## Symphony Awareness Drive:

To Aware and Educate about Symphony to the Mass in Northern Parts of the Country. From our survey it has been found that in northern part of Bangladesh use of mobile handset is comparatively lower than any part of our country. So our company decided to create a brand image of Symphony mobile in that region.

BTRC claimed that the mobile penetration is 66.36% among the whole population with a growth of 10% per annum

Along with Bangladesh, only 12 countries in the world have more than 100m active subscribers.

(Source: <http://www.dhakatribune.com/bangladesh/2013/may/28/bangladesh-now-has-100m-mobile-phone-users#sthash.xVgkEScu.dpuf>)

From the rickshaw puller on unpaved village roads, to the day laborer working the land, and most remarkably, the elderly and women and adolescents – everyone has a mobile phone.

It was usually, the man of the house carrying a phone, a single set use to be used by the entire family. By 2013, however, each family seems to be carrying multiple phones, and even among the poorest of households, women seemed to have personal phone sets. Fascinating part is that at least 3 out of 10 rural phones seemed to be in the ‘smart’ category already.



Few are the top brands in the Mobile Markets which caters to the upscale of the society but mobile handsets like Symphony, Walton and Chinese Sets are focusing to cater both audiences like Middle Class to Low Income Group. The Market where Symphony, Walton & Chinese handsets are

- Mass
- Very Competitive
- Price Dominated

In Case of Symphony

- Chinese handsets are
  - Cheap
  - Favored by Trade
    - ❖ Due to Large Profit Margin
  - Heavily loaded with multimedia
  - Long Battery life
- Basically it is making life easy and in reach of the consumers in a certain level of the consumers.
- This is hampering the business and market of other BRANDs like Symphony etc.
- Especially Symphony is effective in the Northern part of the Country.

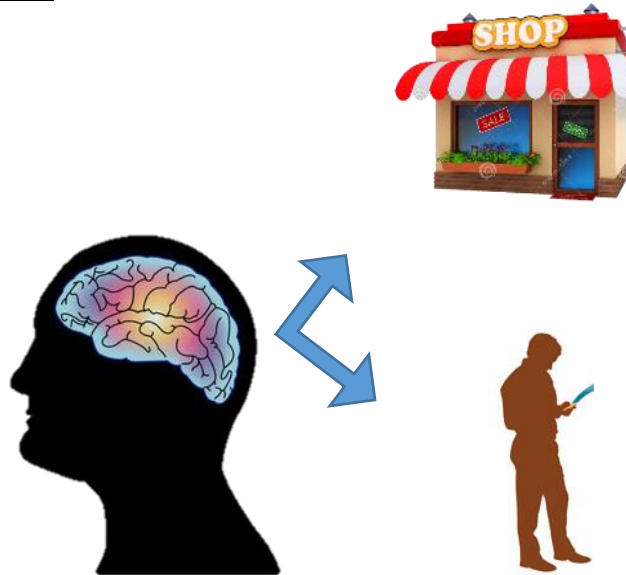
Why Symphony stayed behind as a brand in northern part of Bangladesh:

- So target group is lacking proper communication about symphony and its benefits and advantage, thus the audiences are purchasing other sets mostly Chinese.
- Also the Trade is pushing Chinese due to high profitability, hence the retailers can underprice the mobile and sell it to the consumers when the consumers are bargaining.
- Whereas the symphony outlets and retailers are not being able to follow the same price, so the consumers are moving off.



## The Brand Plan:

**Symphony as a  
BRAND**



Buzz the Mobile Market, through increasing visibility in markets and retailers, which will be create an impact of the activation.

Consumer Activation will be approaching the target group of the Mobile in Specific Areas. An Awareness Drive, where they will be Educated about Symphony. Furthermore a Sales Link will be generated so that the consumers can be trace back to the trade.

### **Expected Outcome:**

Placing the Brand in the Mind of the target group so when he/she ends up purchasing any mobile brand, then the brand recall takes place. Attributes to be placed among the target group. One important thing is, in this industry customer loyalty is much less as so many international and national are continuously brining value with their products.

### Projector Parameter:

Here we have decided to where we are going to conduct our branding and awareness campaign. Our target group of customer, their age, occupation, nature etc. also we have done some background work of our hotspot areas where we can reach maximum

### Target Group:

Consumers who use Mobile Phone

Male & Female

Age: 18+ - 40 years of age

SEC: A, B & C

### Target Region:

1 Division (per division 2 District Cover)



### Touch points:

Touch points are those places where people usually gather for purpose. We can cover maximum portion of people from these touch points. We can also reach to people of various society with various life leading ways with their income. People of different stages gather here from dawn to dusk. Such points are given below –

University campuses Areas



Bus stops



Hotspots Areas



**Communication Method:**

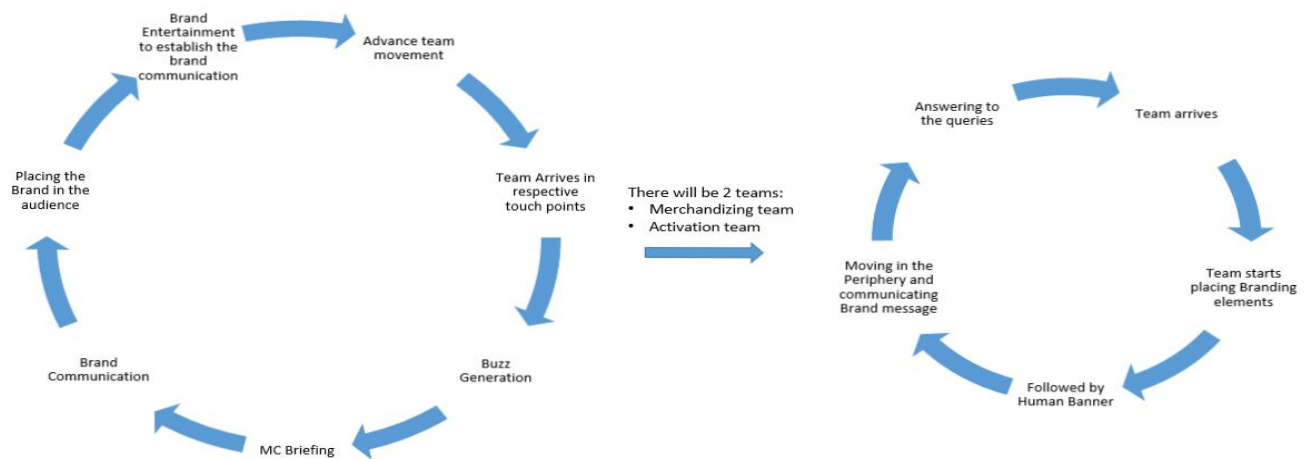
Also a radio commercial will be a communication method to create the BUZZ. The radio commercial also will be BRAND Oriented. Radio as a medium of communication is well accepted around the country. There are lots of many online radio stations in our country now-a-days which are very effective for communicating messages.

## Communication Vehicle:

Brand Communication will be roaming around in touch points through a BRANDED CARAVAN. A Caravan is a vehicle which is used to attract the passersby to know about the product. Usually the Caravan is well decorated with various colorful posters, festoons, banners and balloons.



### How Communication will be reaching to the audiences:



## How to interact with the customers:

### Brand Entertainment

GAMES that will be linked the brand essence to put the message more profoundly

### Advance team movement

Advance team will be taking permission of the market for

- Branding the Market (Visibility)
- Activating the Campaign

Advance team will be working prior to the activation as well as during the activation

### **Team Arrives in respective touch points**

The Activity Team will be approaching the Spots as per route plan, which will be linked with the permission status

There will be 2 teams, they are

- Merchandizing team
- Activity Team

### **Buzz Generation**

As soon as the team arrives and sets everything, the Symphony song will be played to attract the crowd and Buzz the audience so that everybody gets the attention

Simultaneously, Merchandizing team will be moving to place POSM in the Market

### **MC Briefing**

As soon as crowd gathers around, the MC jumps in and greets the audience and provides a prelude

### **Brand Communication**

Followed by NANA NATI performance, which will be a brand communication, as the script will be brand focused

### **Placing the Brand in the audience**

A Quiz Session conducted by MC on the topic of Nana Nati performance. There will be 15 question asked to the audiences.

15 right answer will be getting a gift.

### **Answering to the queries**

Moreover if anybody query about the product and the campaign, the BP will be answering the query

### **Team arrives**

Team arrives and divides into 2:

Activation team preps for activation

Merchandizing team moves in to place Branding elements

### **Team starts placing Branding elements**

The team will be placing merchandizing as per the planogram to generate high visibility

### **Followed by Human Banner**

After Branding the market, the team will be converting into Human Banners with musical

### **Moving in the Periphery and communicating Brand message**

BPs will be moving in the periphery of the market with the human banner and musical and giving out leaflets to the audiences.

### **Caravan + Experience Zone**



## Human Banner:



## Experiencing the Product:

- Experiencing Product is important in purchasing tangible goods.
- Thus after the activation ends in a spot. There will be half an hour session of experience the product live in the activity under the supervision of the Supervisors and BPs



## Proposed Gifts

- Branded T-Shirt- (5+5) Game Participants
- Symphony Mobile (Low End)- 2
- Branded Key Ring- 15 (Quiz Session)





Some branding activities:



Experience of using Symphony Handsets in the Pavilion



### Customer engagement



### Crowd



### Enlightened customer



### Assumptions:

The Number that is required by symphony through this number i.e. 100 K is (through direct contact) is not possible

From the previous experiences of Caravan Activation, the numbers are mostly ranging from 20k-25K (direct contact).

- Direct Contact meaning:
  - People are getting the message in the activation premises
  - Observing the activation
  - Trying to participate
  - Participating

But through the activity, it is possible to reach 100 K through, the following:

- Caravan Visibility in the cities
- Visibility in the trade

Brand message is being communicated by Visibility and Song.

Thus to maximize the output from the activation, there are 2 plans:

Plan 1-

- Caravan in a Market for the entire day and activating the caravan 2 times

Activating Caravan	Indirect Contact	Direct Contact Caravan (DCC)	Direct Contact Human Banner (DCHB)	Total ( DCC + DCHB)
10 am- 12 pm	10 K (visibility+ hearing)	150- 180	400-500	550-680
3 pm- 5pm	15 K (visibility+ hearing)	180- 200	500- 600	680-800
		330- 380 per day	900-1100/per day	<b><u>1230- 1480 per day</u></b>

Thus 11 District means 11 major markets, so total contact for the project is 13530- 16280.

Plan 2-

- Caravan in a Market, youth Hotspot and Institutes

Activating Caravan	Touch Points	Indirect Contact	Direct Contact Caravan (DCC)	Direct Contact Human Banner (DCHB)	Total ( DCC + DCHB)
10 am- 12 pm	Institute	1K (visibility+ hearing)	300- 400 (institute)	400-500 (small markets)	700-900
3 pm- 5pm	Market	15 K (visibility+ hearing)	180- 200	500-600	680-800
			330- 380 per day	900-1100/per day	<b><u>1380- 1700 per day</u></b>

Thus 11 District means 11 major markets, so total contact for the project is 15180- 18700.

### SWOT Analysis:

A business strategy and decision making is mainly influenced by marketers. Accepting the environment that a business will drive in is one of the major steps marketers should instigate in their research. SWOT describes Strengths, weaknesses, opportunities and threats. SWOT analysis is very much effortless but as a constructive instrument marketers can simply relate to better realize the business background. Though findings made in SWOT, a business can successfully penetrate the marketplace and rapidly capitalize on opportunities.

In the article named why is a SWOT important to marketers? Bryant, (2015) stated that ‘differentiators between you and your competitors can be identified by the help of SWOT analysis’. In another article ‘SWOT analysis help with branding and marketing’ Makos, (2015) mention that “SWOT is an analysis which helps firms to identify the internal and external factor that might affect future performance”. Moreover, Chand, (2014) declared ‘The fundamental

intention of doing SWOT analysis is to give a structure to reflect on the firm's capability to beat obstacles and gain the opportunities those are promising in the surroundings' in her article importance of SWOT analysis in business.

### **Strengths:**

- Positive image of Market Access.
- Investment capability.
- Previous established marketing channel by Market Access.
- Client trust.
- Skilled workforce.
- Good contact with field end employees.
- Easily affordable marketing techniques.

### **Weaknesses:**

- Unknown to large number of people.
- It's not we accepted by all the companies out there in the industry.
- Still a growing company.
- have to improve in some of the department.
- Unavailability of enough service center.

### **Opportunities:**

- Changing buying habit of consumers.
- Growth in telecommunication market.
- Technological development in mobile sector.
- Requirement of more than one mobile/ need for a secondary mobile.
- Customers who purchase due to brand reputation (Symphony).
- Ability to expand current capital.

### Threats:

- Large number of competitors in same segment.
- Vulnerable idea regarding the brand (Symphony) among the people.
- Cheap rated products and quality issues.
- Production is highly depended on suppliers/ less control in production.
- Government regulations and import rules.
- Threats of new entry.
- Threats of losing clients.

### Constraints:

The population of interest for this research was vast; therefore there were some constraints to the research that limited the scope. Those limitations are mentioned here:

- The branding promotion was conducted in northern part of Bangladesh as per researcher's convenience and the results are generalized. So there might some gap from the reality.
- The respondents were also not so interested towards the filling of the questionnaire and attending the funny game part. Some of them almost talked with us as it just for the completion sake, not in a serious and thinking manner, which might affect the outcome.
- Many respondents were very reluctant to go through the questionnaire themselves and instead asked us to save them the trouble by filling it up based on their spoken opinion. This obviously distorted some results.
- Many of the audience do not have enough knowledge about mobile phone.
- Lack of sufficient fund and available time to conduct a wide range of survey.

## Recommendations:

As it's a very low cost mobile handset targeted for people with lower income and less education, our message should be short, easy and clear to understand. Though the handset has various advantages such as the battery, loud voice or hardy, we have to focus on something that will keep a tag in the customer's mind. Hence, we can go for something that hits the customer's emotional mind, which will focus on the connectivity or trust about getting with their loved ones for a longer period of time. And also make them to believe that the service they will experience from the mobile handset, it will be something new and very trust worthy for the long run.

### **1. Improve Product Quality**

Symphony gives good quality mobiles but they should focus on improving their product quality if they want to catch larger market. Most of their products do not have that premium look which we can see from their competitor's product. They should also improve their product features. Moreover, as they have succeeded to catch a large market they should now focus on bringing more exclusive mobiles with better quality in order to catch other segments into the market.

### **2. Outdoor Branding**

Symphony should increase the number of their billboards as they have very few billboards which are actually not so much eye-catching. So, if they want to make their promotion more effective they should focus on this part.

### **3. More TV Commercials**

They should focus more on TV ads if they want to make their promotional activity more effective. Their competitors already have a number of TV ads and still they are launching new ones to get in touch with the consumers. So, in order to counter their competitors they should focus more in TV ads.

#### **4. Increase the Number of Service Center**

Service center is very important to increase customer satisfaction. However, Symphony does not have a good number of customer centers. So, they should increase their customer center in order to give better their customers better experience and better service.

#### **5. Sponsorship**

Symphony can go for more sponsorship to create a better image in the market. It will also help them to boost up their publicity.

#### **6. CSR Activity**

They should do some CSR activities as well. It will help them create a positive impression which is really important for their successful branding activities.

#### **7. Digital Marketing**

They should increase expenditure in digital marketing. Currently digital marketing is the best way to reach maximum number of people. They are not focusing that much in this sector. So they should give a serious thought here.



## Conclusion:

Symphony is among the very few local brands who are totally customer oriented. They have shown their maturity into introducing a basic mobile handset which is most preferable for the lower end users. Durable battery life, user friendly operations, simplicity and rough use are some of the characteristics of Symphony. Dealer dependent distributions (low cost, fast) and warranty for products are added benefits for both the brand and its users. Symphony is trying to fetch their share of the market through simple, yet fruitful customer oriented strategies. Hopefully the proposed brand plan will help them to build strong brand equity in their customers' (Target Audience) mind. Market Access is branding this product with dignity and in a professional way. If the company can overcome their few limitations they will surely reach more target group and achieve the company target and also will satisfy its client Edison group.

## Reference:

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5. <http://lightcastlebd.com/blog/2015/01/market-insight-market-smartphones-bangladesh>
6. <https://www.facebook.com/symphonymobile/>
7. <http://www.thedailystar.net/smartphone-sales-soar-on-low-cost-brands-55910>
8. <http://www.dhakatribune.com/bangladesh/2013/may/28/bangladesh-now-has-100m-mobile-phone-users#sthash.xVgkEScu.dpuf>
9. <https://www.edison-bd.com/overview.php>

## Appendix

### **Key Success Factors:**

Innovative features, design and market strategies have made this brand different from other brands in this country. It has introduced the 1<sup>st</sup> branded dual sim phone in Bangladesh.

So, the basic characteristics behind the success of this phone company are:

1. Wide range of choice for different market segment
2. Attractive features
3. Competitive price
4. Customer reliability
5. Long durability similar to any leading global brand
6. Introduction of innovative service options.

### **Achievement:**

1. Awarded as the best mobile handset brand in Best Brand Award 2016- organized by Bangladesh Brand Forum in partnership with Millward Brown.
2. Awarded as the best Bangladeshi brand in Best Brand Award 2015- organized by Bangladesh Brand Forum in partnership with Millward Brown.
3. Awarded as the best brand in mobile handset category in Best Brand Award 2015.
4. Awarded as the 4th best brand among all multinational and local brands of the country in Best Brand Award 2015.
5. Awarded as the 5th best local brand among all categories in 'Best Brand Award 2014' organized by Bangladesh Brand Forum.
6. In a humble ceremony in hotel Sarina MediaTek (world's best mobile chipset producer) gave award of 'Excellence in mobile handset & best partner of 2012'.

## Customer Care Address

Sl.	Customer Care	Division	Address
1	Mohakhali/ Gulshan	Dhaka	Ambon Complex (2nd Floor), 99, Mohakhali C/A, Dhaka-1212
2	Mirpur-11, Dhaka	Dhaka	Plot-22 (2nd Floor),Block-D,Road-3,Section- 11,Mirpur,Dhaka
3	Motijheel, Dhaka	Dhaka	Saleh Sadan (1st Floor),145- MotijheelC/A,Dhaka-1000
4	Uttara, Dhaka	Dhaka	Plot No-02, Road No-02, Sector-11, (Behind Dutch Bangla Bank Ltd.), Uttara Residential Area, Dhaka- 1230
5	Savar	Dhaka	“Islam Plaza”(2nd Floor),A - 63/14, Bazar Road, Savar, Dhaka
6	Mirpur-1, Dhaka	Dhaka	House No-14/15 (2nd Floor),Darus Salam Road,Mirpur-1,Dhaka
7	Bashundhara City	Dhaka	Shop # 3, 4, & 5, Level-5, Block-B, Bashundhara City, Panthapath, Dhaka
8	Jatrabari,Dhaka	Dhaka	S.A Tower (2nd Floor),101 Dolaipar,Jatrabari,Dhaka
9	Dhanmondi	Dhaka	Siddique Manssion (2nd floor), 15/G/1, Zigatola, Dhanmondi, Dhaka
10	CP Support (HUB)	Dhaka	House#15, Road#8, Block#G, Niketon Gate # 5
11	Babubazar	Dhaka	Sultana Rajia Tower (1st Floor), Holding # 18/4, Armenian Street, Babubazar-1100
12	Faridpur	Dhaka	R.K Plaza (2nd floor),Nearby Raffles in hotel,244, Hazratata,Gowal chamot,Faridpur
13	Gazipur	Dhaka	Bagdad Tanzia Tower (02nd Floor), Holding No : 01, Block : B, Ward : 16, Outpara, Vowel College Road,Chandona Chowrasta, Gazipur-1702
14	Jamalpur	Dhaka	Jahanara Complex (3rd Floor),1196-00, Jame Masjid Road, East Tomaltola, Jamalpur-2000
15	Kishoregonj	Dhaka	Jamia Rashid Market (2nd floor), Pura Thana, Kisoreganj
16	Mymensingh	Dhaka	3/1 & 3/2,(2nd floor),Kali Bari Road,Kotwali,Mymensingh

17	Narayangonj	Dhaka	AL Joynal Plaza(2nd Floor), 56 S.M Maleh Road (near 1 no rail gate) , Narayangonj-1400
18	Narsingdhi	Dhaka	Sultan Uddin Shopping Complex (1st Floor),Bazirmorr, Narsingdhi
19	Netrokona	Dhaka	Hillol Market (2nd Floor),Teri Bazar,Netrokona.
20	Tangail	Dhaka	"Shila Complex" (3rd floor),Victoria Road,Tangail
21	Madaripur	Dhaka	A.M Tower(2nd Floor),Near Chourasta,Panichatro,Shariatpur Road, Madaripur-7900
22	Kachpur	Dhaka	Senpara Jamee Masjid Shopping Complex, Kachpur, Sonargaon,Narayangonj
23	Malibagh	Dhaka	1 Outer Cercular Road, Malibug, Santinagar, Dhaka-1217
24	Agrabad, Chittagong	Chittagong	Ample Commercial Building" (2nd Floor)2315, S.K. Mujib Road, Badamtoli, Agrabad,Chittagong
25	Keranihat, Chittagong	Chittagong	Sunmoon Shopping City' (2nd Floor), Keranihat, Satkania, Chittagong
26	Nasirabad, Chittagong	Chittagong	Chittagong Trading House (2nd Floor),1005/2/1872 C.D.A Avenue (Near of 2 no gate), East Nasirabad, Chittagong.
27	Cox's Bazar	Chittagong	Chowdhury Shopping Complex (1st Floor),Tekpara, Main Road,Barmiz Market, Cox's Bazar
28	Comilla	Chittagong	Khan Mansion (2nd floor), Modhumoti Cinema Hall Market, Chatipotti, Rajgonj, Comilla-3500
29	Feni	Chittagong	Mohipal Plaza (Level #4), Shahid Shahidullah Kaisar Road(SSK), Mohipal, Feni
30	Noakhali	Chittagong	Kiron Shopping Complex ( 2nd floor),Karimpur Road,Chowmohoni, Noakhali
31	Chuadanga	Khulna	Sara Bhaban (3rd Floor), Shahid Abul Kashem Sarak, Ekademir Mor,Chuadanga
32	Jessore	Khulna	SONY RANGS Building (1st Floor),1449,Rail Road,Jessore-7400
33	Jhenaidah	Khulna	Sakib Tower (2nd Floor),46,H.S.S.Road (Opposite side of Azad Rest House), Jhenaidah-1012

34	Khulna	Khulna	'Nawshin Tower' (1st Floor) 11, K.D.A. Avenue,Khulna
35	Kushtia	Khulna	94/3,(2nd floor), Kazi Market(Opposite to Govt.Girls School),N.S Road, Kushtia.
36	Satkhira	Khulna	Tufan Complex (2nd Floor),Abul Kasem Sarak,Satkhira
37	Barisal	Barisal	109,(3rd Floor),Sadar Road,Barisal
38	Patuakhali	Barisal	House No-45 (1st Floor),A.K.M College Road,Chor Para,Patuakhali
39	Bogra	Rajshahi	"Lutfa Plaza" (1st Floor),College Road, Kalitola, Bogra-5800
40	Naogaon	Rajshahi	House # 3814,(2nd Floor),Shampriti Plaza, Kazir Mor,Naogaon-6500
41	Natore	Rajshahi	F.K Zamman Plaza (2nd Floor), Station Road, Alaipur, Natore
42	Pabna	Rajshahi	Mollah Shopping Complex (1st Floor), Aurangzeb Road, Panba
43	Rajshahi	Rajshahi	Nur-A-Hayat Garden (2nd floor) 68, Kumarpara moor, Borendro collage road, Ghoramara, Boalia, Rajshahi-6100
44	Sirajgonj	Rajshahi	Siddik Plaza (2nd Floor),121,SS Road,Sirajgonj
45	Dinajpur	Rangpur	Aftab Plaza (2nd Floor),Sadar Hospital Road
46	Rangpur	Rangpur	Hatil Tower (1st Floor) Dhap, Jail Road (South side of Dhap Boro Masjid) Rangpur-5400
47	Saidpur	Rangpur	House # 12 (2nd floor), Dinajpur Road, Nayabazar, Saidpur - 5310
48	Sylhet	Sylhet	R.N. Tower,(Ground Floor),Chowhatta Point, Sylhet