

Report On
Comparative Market Analysis of Robi Axiata PLC

By
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ID: 21264091

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Masters of Business Administration (MBA)

BRAC Business School
BRAC University
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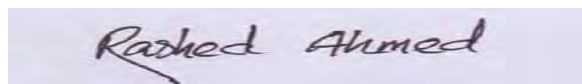
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Declaration

It is hereby declared that

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

Student's Full Name & Signature: Md. Rashed Ahmed

A rectangular box containing a handwritten signature in dark ink. The signature appears to read "Rashed Ahmed" in a cursive script.

Student Full Name

Student ID: 21264091

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

May 28, 2024

Dr. Saad Maroof

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

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 BRAC Business School. I have completed my internship program from Robi Axiata Bangladesh Limited. And I have tried my best to make an effective and credible Internship Report. The report contains a comprehensive study on “Comparative Market Analysis of Robi Axiata LTD”. It was a great delight for me to have the opportunity to work on the above-mentioned subject. It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. I will be grateful to you if you accept the report.

Thank You

Sincerely yours,

Md. Rashed Ahmed

Id: 21264091

BRAC Business School

BRAC University

May 28, 2024

Non-Disclosure Agreement

4th April '18

Mr. Tawseef Imam

Line Manager, Market Operation (MO), Dhaka metro

RCO, The Forum, 187, 188/B, Bir Uttom Mir Shawkat Sarak

Tejgaon, Dhaka 1208

Subject: letter of endorsements.

Dear Mr. Tawseef Imam,

I, Mr. Saad Md Maroof, hereby to authorize that my student (Md. Rashed Ahmed), to take an internship in your organization. I shall also demand that detail & other non-confidential documents related to it, from your office, you can offer on my behalf I have told him to check everything by 25th June and gather all the information which he needs to make his internship report.

You are requested to allow him complete access to the above mentioned grounds. Feel free to contact me via mail saad.maroof@bracu.ac.bd for any further clarifications needed.

Thank you very much.

Respectfully yours,

Saad Md Maroof

Lecturer

BRAC Business School

Acknowledgement

At the outset, I am bound to thank the almighty ALLAH who helped me to carry out my duties as an intern and to prepare the report on time. I am so grateful proved to be instability my reverend adviser Mr Saad Md Maroof, Lecturer in finance, BRAC Business School. Firstly, I would like to thank my supervisor of respective department of Market Operation Tawseef Imam, Line Manager for accepting me as an intern. In addition, I would like to express my gratitude to my Robi Axiata Ltd fellows, seniors and coworkers who gave me best advice, suggestions, encouragement and support. I have to mention the wonderful work environment and team commitment of this organization that has capable me to deal with a lot of things. They are all very frank and helpful. Last but not the least; I must thankful to my parents and also my friends whose immensely helps and assist me to complete my report.

Executive Summary

This report is on “Comparative Market Analysis of Robi Axiata LTD”. Since I have completed my internship under market operations, my report is about their comparative market analysis. Formerly known as Telekom Malaysia International (Bangladesh) Robi Axiata Limited recently merged with another telecom operator which is Airtel Bangladesh. This report also includes the company’s objectives, purpose, vision and mission. This report also include the Company’s managerial structure and divisions. Mainly, Robi offers three types of products and services, which are Prepaid/postpaid packages, internet and VAS. With others operators the comparison of Robi’s different packages is shown in table form. During internship period, my job at Robi is described in this report accordingly which includes my routine wise works and other different types of works. I have completed some surveys and analyzed them which were based on the customer preference, customer satisfaction and dissatisfaction, operator preference based on different categories and the results are described in the report. There’re some limitations while preparing the report. Lastly, I had some recommendation to Robi which I felt would be beneficial for them to follow.

Keywords: Comparison, VAS, Subscribers, Customers Satisfaction, Data Packages, Products etc.

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List of Acronyms

VAS	Value Added Service
EL	Easy Load
POS	Point of sell
BP	Brand Promotor
DH	Distribution Point
FNF	Friends and Family
CRM	Customer Relationship Management
MO	Market Operation
BDM	Business Development Manager
GTM	Go To Market
CS	Corporate Strategy
CLM	Customer Life Cycle Management
DD	Digital Distribution
DAP	Daily Activation POS
eTSAF	Electronics Subscriber Application form
MOP	Market Operating Price
MR	Mobile Revenue

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Chapter 1

Organizational Overview

1.1 Company Background

Robi Axiata PLC, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel. Aktel was formed as a joint venture between Telekom Malaysia and A.K. Khan Company. At that time the company was facing tough time due to fierce competition in terms of revenue and subscribers from the rival companies specially Grameenphone. Aktel struggled to survive in the market by implementing various strategies including reducing the tariffs. After lots of ups and down in the business the company decided to rebrand and reposition them in the market. On 28th March, 2010, Aktel became a joint venture company named Robi Axiata Limited between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. The service name was rebranded as Robi and the company came to be known as Robi Axiata Limited. With the transformation of its ownership and brand name its logo has also changed. Later, the joint venture company decided to change their strategy by changing their brand name as “Robi”. They come up with a new slogan “Ignite with your own power”. Their new marketing strategy was also very successful. They try to follow the Bengali culture related marketing strategy which was reflected in their logo and other marketing approach. With the new marketing strategy they were successful to regain market share. Robi is the second largest mobile network operator in Bangladesh with 56.4Mn subscribers, representing 30% of subscriber market share, out of which close to 32.4Mn were 4G subscribers or 57% of total subscribers were 4G users and 75% of data users were 4G users as of end of second quarter of 2023 (Q2'23). In order to expand and improve network coverage and youth based market share, Robi Axiata Limited and Bharti Airtel Limited merged and became Robi Axiata Limited. In November 2016, the merger of Robi and Airtel came into effect and became the first merger of Bangladesh telecom sector. Robi ensured 98.5% population coverage of its 4G network with more than 16,000 4G sites. The company also boasts having the highest percentage of data users (76.5%) in the industry. The company has introduced many first of its kind digital services in the country. It is the only mobile operator in Bangladesh to have successfully conducted the trial run of 5G and the first operator to have launched Voice over LTE technology on its 4.5G network.

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

Objective of the Company:

In order to offer the people of Bangladesh cutting-edge and contemporary telecommunication services at affordable costs, Robi began its commercial operations as a GSM cellular phone operator. (Book by Robi Axiata LTD, 2016)

Purpose

Robi's primary goal is to empower its clients. According to their statement, "We are there for you, where you want and in the way you want, in order to help you develop, grow, and make the most of your lives through our services." Additionally, they assert that "We will deliver on our commitments." As a national organization, we will be considerate of our stakeholders and customers while also innovating and implementing new ideas. (Book by Robi Axiata LTD, 2016)

Mission

"Robi wants to realize its vision by becoming a top employer with cutting-edge expertise and products designed to meet the ever-evolving needs of our emerging country, in addition to being one in terms of market share." (Book by Robi Axiata LTD, 2016)

Vision

"To be a leading provider of telecommunication services in Bangladesh." (Robi Axiata Ltd. Book, 2016)

1.3 Organization's Organogram

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

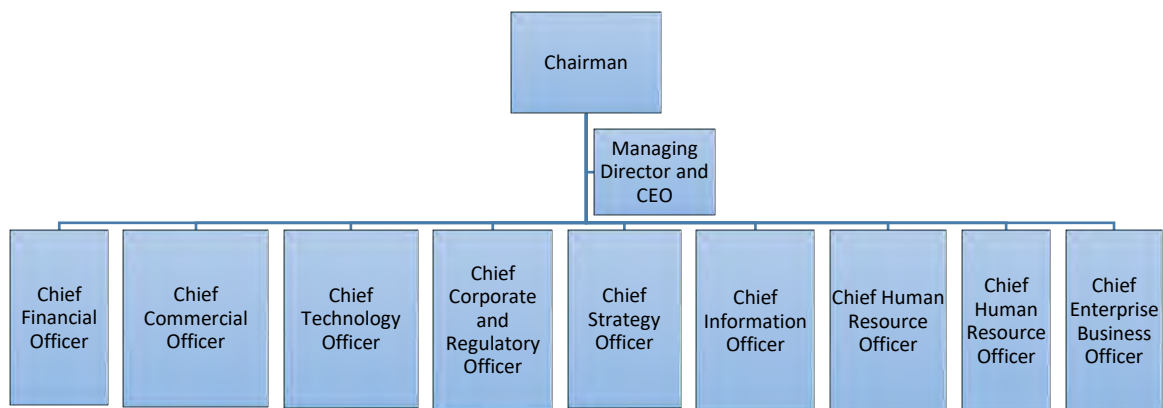


Figure-1.1: Organizational Hierarchy

1.4 Divisions of Robi Axiata Ltd.

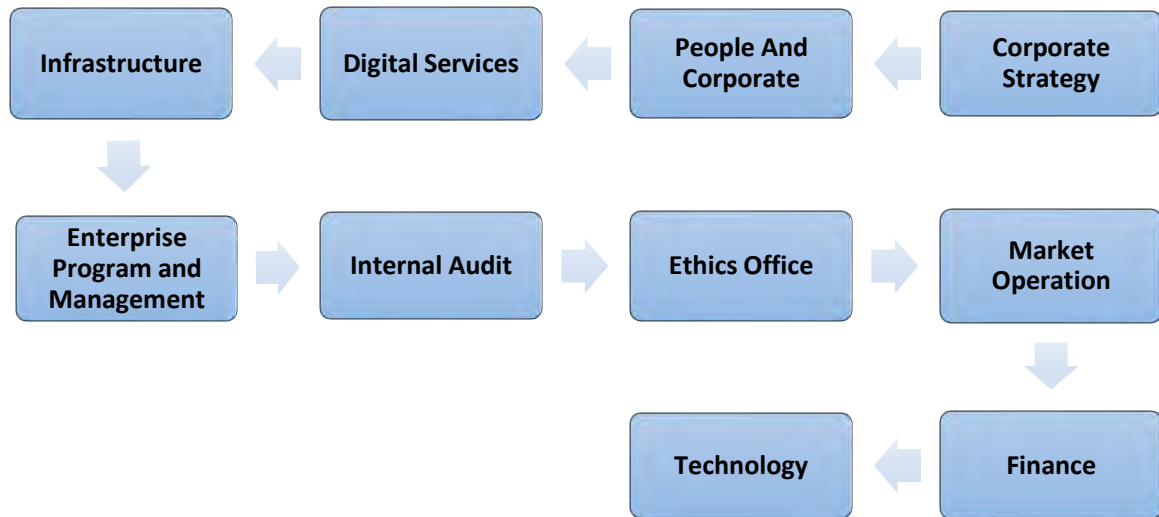


Figure 1.2: Robi Axiata operational divisions

1.5: Robi's Product and Services

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

Postpaid:

Pack 1 and Pack 2 are the two types of tariff plans available for Robi postpaid packages. Customers can take advantage of various bundles and bonus offers under the postpaid packages.

Prepaid:

Robi currently offers six prepaid plans to suit a range of customer types. Prepaid plans include Unlimited FnF, Nobanno 37, Hoot Hut Chomok 32, Robi Club 34, Goti 36, and Shorol 39.

Packages Name	Target Customers
Shorol 39 	A package with stable call rate. For Those customers who talk mostly in one number which is called the “Priyo” number
Goti 	This package is basically a flat rate package where there is only one call rate for every number, for 24 hours.
Robi Noor Package 	The Robi Noor package offers a 1 paisa/second call rate without taxes for 30 days The package also includes 4 GB of internet with a 30-day validity
Hut Hat come back 32 	For those who talk equally in on net and off net numbers and need a standards and balance call rate

Table-1.1: Robi's prepaid packages

Internet:

The Fourth-generation mobile communication technology, or 4.5G internet, is what Robi is providing. Customers can now enjoy high-speed browsing that is more than four times faster than 2G. With a maximum mobile Internet speed of 40 Mbps, this is the upgraded 4G version. While Robi's 4.5G technology allows for high-speed access, live TV viewing, and video calls, 4G can only provide speeds of up to 5Mbps.

Value Added Service (VAS):

Robi offers a variety of value-added services to its clients. Numerous services, like phone backup, call blocking, Café8000, balance transfer, Robi Radio, missed call alerts, and push mail, were first introduced in Bangladesh. Missed call notifications, social and chat, music, finance and career, information, Robi news, Islamic services, lifestyle and education, loyalty programs, and entertainment are all included in the VAS.

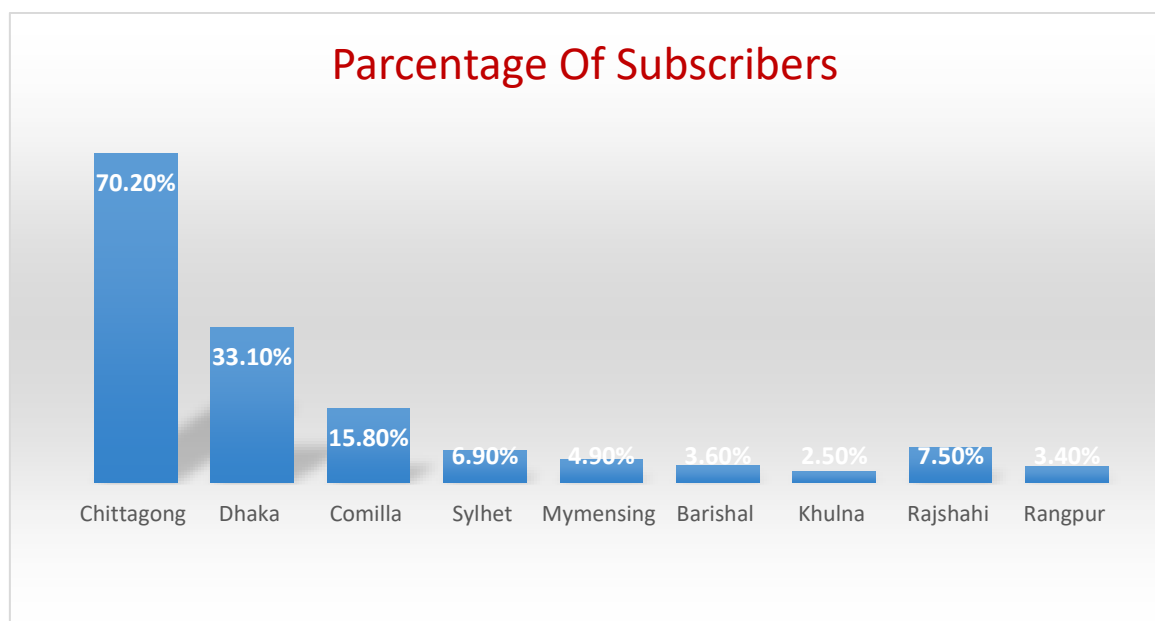
1.6: Robi's Subscriber Rate Based on Location

Chart-1.1: Percentage of Robi's Subscribers

1.7: Job Responsibilities as an Intern

I worked for Robi Axiata PLC for three months as an intern in the "Market Operation" division. As a member of the Market Operation team, my main objective is to ensure that area business plans are implemented smoothly in the designated area while making the best use of available resources. This is achieved by product volume, product availability, long-term and sustainable trade relationships, merchandising, and the best possible customer experience. These were essentially the duties I was required to perform during my internship. I gained an understanding of telco operations and various functions through my work experience and my teammates.

Chapter 2

2.1: Objective of the Report

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

1. Broad Objective
2. Specific Objective

Broad Objective:

The broad objective of this report is to study the comparative market analysis of Robi Axiata Ltd.

Specific Objective:

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

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

2.2: Research Methodology

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

Primary Sources

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

Secondary Sources

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

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

2.3: Limitations

The confidentiality of my subject information was the primary constraint I had to deal with when writing my research. In addition, it took me a long time to gain my boss's approval, and because of his official position, he was under a lot of pressure. Thus, another significant problem was my supervisor's unavailability on the job site. Actually, the official Robi Axiata Ltd. website was one of the main disadvantages. Because the information on the website is not updated frequently. In that instance, information is taken from specific publications or websites.

Chapter 3

3.1: Comparative Market Analysis of Robi Axiata Ltd

Telecommunications companies are essential to a nation's social and communication conditions. One of Bangladesh's most well-known telecom companies, Robi Axiata, offers its services to all spheres of society. The expansion of this nation's Internet and communication services is greatly influenced by the telecom sector. Robi is a Bangladeshi brand that genuinely cares about its customers. I only worked on one team in Robi's market operation, which is a sizable department. Based on my own work, I wanted to create a comparative analysis of Robi Axiata PLC. I wanted to compare their prepaid packages with those of their rivals in order to assess the relative market conditions.

After that, I had to do some additional analysis based on surveys I had already completed. In actuality, comparative market analysis is a very broad concept.

In reality, such an analysis cannot be completed in such a short amount of time. I therefore made the decision to focus on a few aspects and analyze them.

Due to the highly confidential nature of the information required, some of the sections could not be covered. For example, I wanted to analyze Robi's market performance, but I was unable to include that portion of my report because it is highly confidential.

3.2: Comparison of Operators Based on Number of Subscribers

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

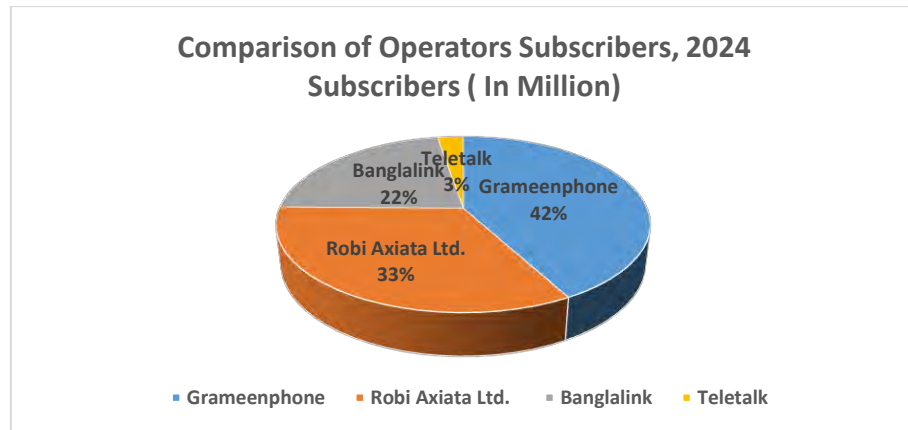


Chart: 3.1- Mobile Phone Subscribers in Bangladesh June, 2024

According to the chart, Grameenphone leads the market in terms of customer base. Thus, there are 76.067 million users of Grameenphone. With 60.012 million, Robi is in second place. With 40.001 million users, Banglalink is currently ranked third, but they hope to change that. Finally, Teletalk is ranked fourth. And continuing to operate in the market with a 4.809 million subscription rate, which is extremely low.

3.3: Comparison of Robi's Packages with Competitors

I have listed my regular tasks in the section on job responsibilities. Among these, checking and updating any changes to any operator's packages (Robi, GP, Banglalink, and Airtel) was one of the most crucial tasks. I therefore had to create a table according to specific operator package criteria. We can quickly compare comparable packages from various operators using that table.

Here are some of the word meanings which are used in telecoms:

On net = within the same operator's number

Off net = Different operator's number

Peak = the hours when call rate is high

Off peak = the hours when call rate is low

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

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

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

The comparisons are as follows:

Package based on Flat Call Rate

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

Table- 3.1: Comparison of packages based on flat call rate

In essence, the aforementioned packages are flat rate packages. This implies that any local number has a single call rate for the entire day. Additionally, the table shows that, out of these three, Robi offers the lowest flat call rate. This kind of package is ideal for those who prefer not to deal with time bands or FnF and who speak on the same or different operator.

On-net Based Packages

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

Table -3.2: Comparison of packages based on on-net packages

A call between the same service operators is referred to as an on-net call. These packages are primarily intended for subscribers who communicate with other members of the same operator. Robi offers a package in this category called Robi Club 34, which has different call rates for calls between Robi subscribers and calls with subscribers of other operators. Similar packages are offered by Grameenphone and Banglalink, such as GP's Juice and Banglalink's Dish Hello. The only distinction is that they also provide FnF call rates. The on-net user is the primary focus, even though different operators are offering different deals.

SIM MOP, First Recharge and Customer's Offers

Type	Banglalink	GP regular SIM	GP No. 1 SIM	Robi	Airtel
DH Lifting Price	470	160	289	175	175
Retailer Lifting Price	470	169	307	175	175
Retailer Selling Price	500	200	350	200	200
DH sim sell commission	30			20	25
Assist POS campaign for BP	-	-	-	62	62
First Recharge	104	53	-	7	7
First Recharge Commission	154	55	-	-	-
Customer Offer	50 GB+150 Min	5 GB+80 min	30GB+500 min	4GB+45 min+5 tk main A/C	4GB+45 min+5 tk main A/C
Customer Offer Meyad	30 Day	7 day	30 Day	30 Day	30 Day

Table -3.3: Comparison of Sim MOP, First Recharge and Customer's Offers

3.4: Some Survey Analysis

We have separated our entire project into three parts. Initially, we chose our first six data sets and applied the algorithm to them. After that, we visually examined the data and determined the value distribution. Our model's performance was assessed using the following metrics: Model construction time, Kappa statistics, mean absolute error, root mean squared error, relative absolute error, and prediction accuracy.

I was limited in my survey. Therefore, I was unable to categorize the respondents according to their occupation or age. Because these kinds of personal questions really irritate people. I

therefore made an effort to elicit from them the more crucial responses in order to ascertain their preferences. I had about fifty people fill out the survey.

The results are as follows:

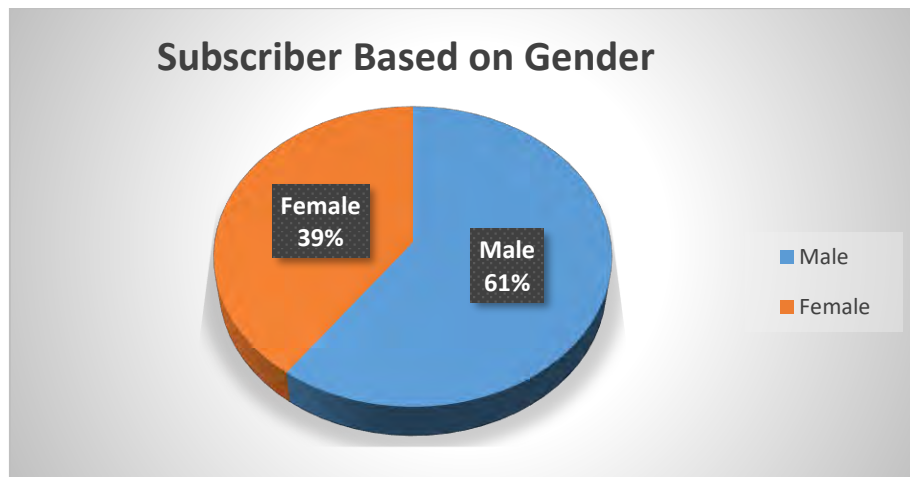


Chart-3.2: Subscribers based on gender

Effective Communication Channel

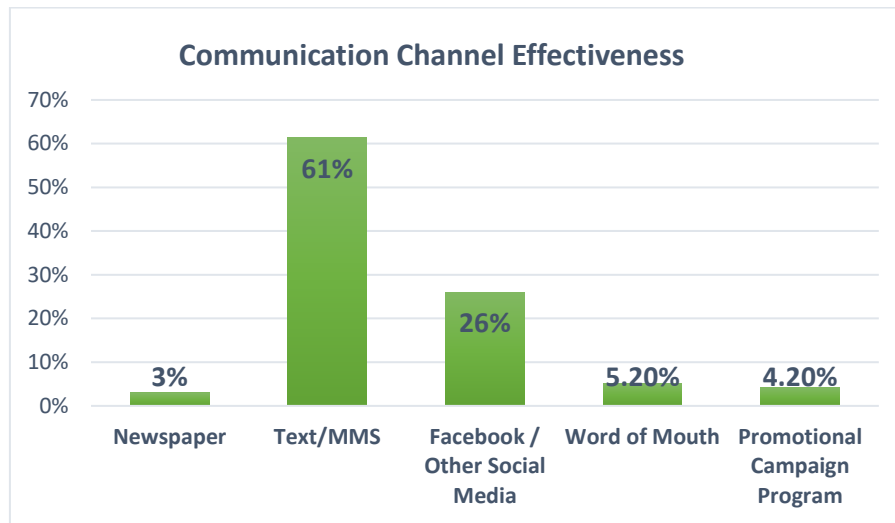


Chart-3.3: Effectiveness of communication channels

Operators can communicate with customers and inform them about their packages and offers through the communications channels. The chart indicates that text messaging is the most successful channel. 61% of subscribers learned about particular offers through text messages. With a 26% percentage, social media is also very effective. Newspapers are only 3% effective. For this reason, the operators concentrate more on text messaging. Even though it annoys customers greatly, surveys have shown that this is also the most efficient method.

The factors that influence a customer's brand preference

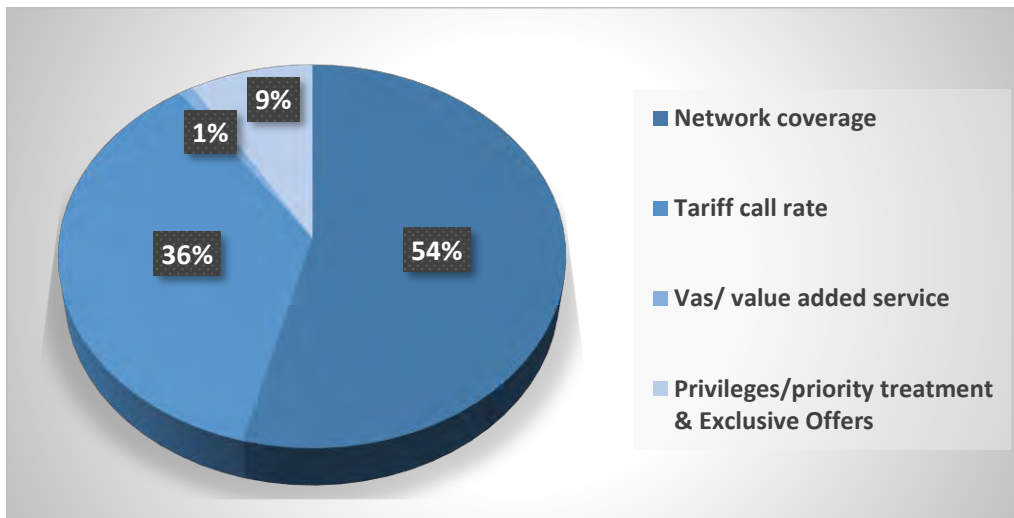


Chart- 3.4: Factors influencing customer's brand preference

I learned a lot from this section of the survey. I learned the main reasons why people choose particular operators. First, network preference: over 54% of respondents base their operator choice on their preferred network. Grameenphone is the top telecom provider in this nation because of this. Tariff call rate is the second. They desire a lower call rate. Merely 9% of the participants expressed a desire for exclusion offers and priority treatment.

Operator preference based on User Experience

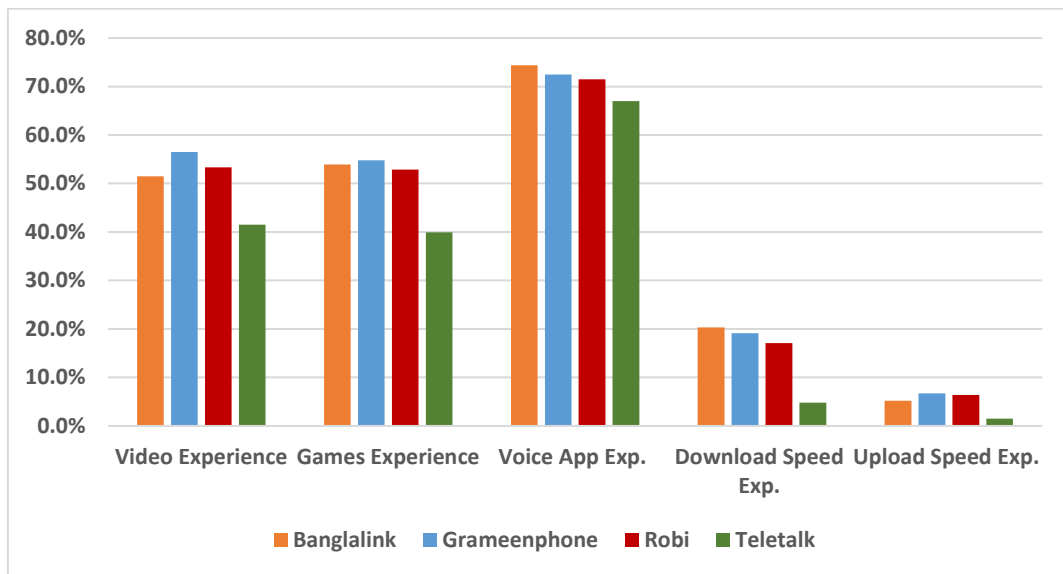


Chart -3.5: Operator preference based on network coverage

3.5: Customer Satisfaction and Dissatisfaction

I spoke with many customers during the surveys and received a variety of feedback. There were both positive and negative ones. The following are the causes of their contentment and discontent.

Satisfaction

- Robi's unique on-net call rate is one of the reasons why many customers like them. The majority of them only use Robi's sim to communicate with other members of the same network.
- Some locals have claimed that Robi's network is the reason they use it. They consider Robi's network to be very powerful.
- I've heard from some customers that Robi's strong brand recognition is why they like it. Despite not being the best at anything, Robi's brand name may provide some level of satisfaction to consumers. Robi's bonus and bundle offers are highly favored by many of its customers.
- Many of them only use Robi for the voice and data bundle offer.

Dissatisfaction

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

3.6: Findings

I have discovered some facts regarding telecoms, particularly Robi and its market operations, after conducting numerous surveys and making my own observations. The following are the results of the analysis of those customer surveys, comments, and observations:

- Establishing communication with customers is crucial, and text messaging is the most efficient method for doing so. More than 60% of customers learn about various offers through text messages, despite the fact that this is the most upsetting thing for them.
- Next, we discovered that 50% of respondents selected an operator based on network. Next is the call rate, after which consumers take into account special offers and priority treatment.
- According to another result, Grameenphone is the network provider of choice for the majority of people. Robi is ranked second in this category.
- Airtel leads when it comes to call rates, bonuses, and bundle packages because it offers the lowest call rates. Robi is ranked third in this category.
- Due to their superior on-net packages and bundle offers, Robi is favored by clients who communicate more via on-net numbers.
- Some locals have claimed that Robi's network is the reason they use it. They consider Robi's network to be very powerful. However, customers in many areas complain about the poor network. This issue is present in both urban and rural areas.

3.7: Limitations

Every project has its share of restrictions and issues. Not all data or information can be obtained easily, and occasionally there are other unfavorable factors that could prevent the project from being completed successfully. As a result, I had certain restrictions when writing this report, which are as follows:

- I want to start by talking about the limitations of information. In essence, I may have based this report primarily on my personal experiences, with only a small portion of the data coming from websites. It took a lot of time because I had to prepare it myself.
- When I was unable to obtain information because it was highly confidential, another major issue arose. Because the report was confidential, I was unable to include some crucial information (such as Robi's market performance).
- Other significant issues, such as respondents' apathy, surfaced during survey administration. In addition to being extremely agitated when questioned, the majority of respondents refuse to answer the questions. Therefore, it is challenging to obtain precise responses.
- It was frequently challenging to get people to understand the questions and provide accurate answers because I conducted the survey over the phone.
- Additionally, time constraints prevented me from conducting a survey with a large number of respondents.

So I had to do it on a small sample size. Due to this the results might not be very accurate.

3.8: Conclusion

The second-biggest telecom provider in Bangladesh is Robi Axiata LTD. It has now merged with Airtel, another telecom. Thus, their goal is to become the nation's top telecom provider with the most robust network. In addition to survey results and analysis, we have seen a portion of Robi's comparative market analysis. We discovered after seeing those that Robi consistently occupies the middle position. Whether its call rates, bonus and bundle packages, or the customer's preferred network. Customers are also unhappy with their operator because of bad network, unexpected balance deductions, frequent offer texts, or even a high rate of off-net calls. However, customers also have other needs to be met. Strong networks, high on-net call rates, Robi's well-known brand, and bonus ad bundle packages are some of the features that many customers find appealing. Therefore, in order to succeed, Robi should take the required actions to enhance their offerings and take seriously the reasons why customers are not happy.

3.9: Recommendations

Although Robi Axiata Limited is a big and prosperous business, I would like to offer some recommendations to Robi after working there for three months and speaking with many of their clients.

The following are the suggestions:

1. Improve network:

According to the survey, we received numerous complaints from various regions regarding the poor network. Even Robi's staff members occasionally gripe about their subpar network. They can conduct surveys in various areas to identify the issue and address it there in order to solve this problem. Therefore, it is among the most crucial things they ought to focus on. In the long run, it will be much harder to continue otherwise.

2. Become No.1 in some category:

Robi is not at the top of any of the categories, while Grameenphone leads the network and Airtel leads the pricing (by offering the lowest call rate). The CEO himself brought up this matter.

He desired Robi to become the best in a certain field. Robi hopes to create the most robust network in the nation by joining forces with Airtel. They will succeed greatly if this actually occurs.

3. Decrease call rate:

Numerous consumers expressed dissatisfaction with the high call rate, particularly with regard to calls to off-net numbers (other operators' numbers). Robi is losing a lot of clients as a result, which worries them greatly. Therefore, they ought to provide more off-net based bundles or packages for all kinds of clients.

4. Focus on a specific segment of customers:

Unlike Airtel, Robi has never concentrated on a particular target market. When it comes to youth segmentation, Airtel is the industry leader. Therefore, it is crucial that Robi concentrate more on a particular target group. They could achieve great success as a result. They can create that niche by concentrating on business or corporate people, or even entrepreneurs.

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Appendix A.

Questionnaire

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

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

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

Questionnaire for new Robi subscribers:

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

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

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