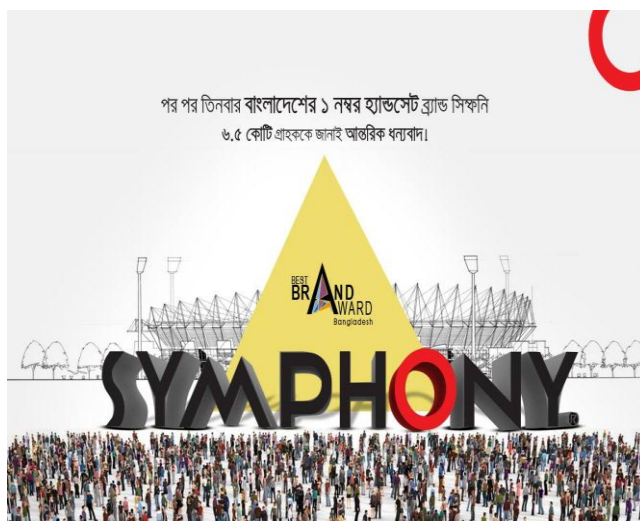




STRATEGIC BRAND PLANNING OF SYMPHONY MOBILE

STRATEGIC BRAND PLANNING OF SYMPHONY MOBILE

[THE INTERNSHIP REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE
DEGREE OF MASTERS OF BUSINESS ADMINISTRATION SPECIALIZATION IN MARKETING]



PREPARED BY:

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Major: Marketing
Masters of Business Administration
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SUPERVISED BY:

Mahmudul Haq
Associate Professor
BRAC Business School
BRAC University

Signature of Supervisor

Internship Duration: 12 weeks
Date of Submission: 7th December, 2017

LETTER OF TRANSMITTAL

7th December, 2017

Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of internship report on “Strategic Brand Planning of Symphony Mobile”

Dear Sir,

It is an immense pleasure for me to submit you this internship report titled “Strategic Brand Planning of Symphony Mobile”. I have been working at Market Access Providers Limited (MAPL) as a Marketing Intern in the project of Symphony Mobile for the past three months. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This report helped me understanding the field in which I have been working a lot and learn about the corporate culture.

It would be a profound pleasure for me if the report can attain its objective. I, therefore, would like to request you to accept my report and oblige me thereby. I would be available in any time to clarify you any queries if feel needed.

Thank you.

Sincerely Yours,

Md. Ryhan Mahmud

ID: 15264038

Major: Marketing

Masters of Business Administration

BRAC Business School



August 27th, 2017

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

Re.: Internship Placement of Md. Ryhan Mahmud

Dear Mr. Dr. Suman Paul Chowdhury,

You will be happy to know that Mr. Md. Ryhan Mahmud from BRAC University will be working with us at Market Access' Group as a Marketing Intern from Sep 1st, 2017 - Dec 1st, 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,

A handwritten signature in black ink, appearing to read "Shah-Er", is written over a circular stamp. The stamp contains the text "MARKET ACCESS PROVIDERS LTD" around the perimeter and "DHAKA" in the center.

Shah-Er Rahman
Coordinator
Market Access Provider Ltd
Shaher@marketaccesspl.com
01717553665



Market Access Providers Limited

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ACKNOWLEDGEMENT

At the very inception, I would like to express my gratitude to omnipotent and Almighty Allah, whose invisible guidance helped me to complete this report. I would like to thank my honorable supervisor Mahmudul Haq, Associate professor, BRAC Business School, who helped me from the very beginning of my report. From time to time my honorable sir has given me appointment and suggested me by exemplifying to prepare this report that finally made me possible to complete this report very well which is a partial requirement of MBA program. I would like to be thankful to Shah-Er Rahman, Coordinator of Symphony Brand Consultant, Market Access Providers Limited, for his support that helped me to prepare this report. I would also like to express my heartfelt thanks to all the employees of Market Access Providers Limited who cooperated me providing necessary information and excellent guidance to prepare this term paper. Finally, a silent stream of gratitude is for my most adorned parents whose blessing is always with me in this windy world.

EXECUTIVE SUMMARY

Market Access Providers Limited is the parental functions which started its journey in the field of Below the Line (BTL). Bangladesh was in the darkness regarding BTL promotions, when the global requirements pushed few MNC in the beginning stages of BTL for BTL promotions. Market Access Providers Limited in collaboration with one of the giant MNC started off. With years of striving and building resources, Market Access Provider Limited became a group.

In this report, consist up with five individual parts. In the **first chapter** I discussed the background of my report. I also explained the objective of my study, the scope of my report, the methodology regarding this report secondary data and information have been used in preparing this report. Like all study, this report has also certain limitations which were in some cases unavoidable. The **second chapter** is all about the company information and tried to focus company's mission and vision of EDISON Group, Symphony, and Market Access Providers Limited. In the **third chapter**, I gave an overview of current situation of Mobile Phone Industry in Bangladesh Limited. The **fourth chapter** is explained about the business model of Symphony and its one year brand plan as well as SWOT analysis of Symphony. Finally, in the **last chapter**, described some recommendations based on SWOT what I have found while performing in intern.

This is all about my internship report which mainly focuses on Strategic Brand Plan of Symphony Mobile. The key limitations of this report are, short period of internship, adequate research experience, and Market access Providers Limited does not provide confidential information. Though this report has some limitation, it will help me to fulfill my degree, it also helps other students to make their reports and finally, Symphony may find their positive as well as negative sides of their activities.

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CHAPTER 1

BACKGROUND

OF

THE STUDY

1.1 INTRODUCTION

Mobile phone has become an essential part of our daily life. This is not a luxury product anymore due to technological advancement and innovation. In Bangladesh telecommunication industry is showing a positive growth trend. Various local brands are performing well in the market along with international brands. Local mobile brands are slowly winning the heart of people due to low cost and improved performance.

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.

Market Access Providers Limited (MAPL) is the advertising agency which works for Edison Group in the project of Symphony Mobile.

Symphony is working in Bangladesh for a long time, for 7 years. It has entered in the market when in such a time when big global companies like Nokia, Samsung, Motorola, Sony and etc. ruling the mobile phone industry. But in this tough time, Symphony managed to grab the most customers of our country, which is 40% of all mobile users.

“Strategic Brand Planning of Symphony Mobile” is the topic of my report. This study helps me to learn practical knowledge the branding strategies of a mobile company like Symphony Mobile as well as mobile industry in Bangladesh.

1.2 ORIGIN OF THE REPORT

This report is prepared as a part of completion for Masters of Business Administration (MBA) program.

1.3 OBJECTIVES

BROAD OBJECTIVE

To determine the strategic brand plan of Symphony mobile for one year (January 2018 – December 2018)

SPECIFIC OBJECTIVES

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

1.4 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.

1.5 METHODOLOGY OF THE STUDY

The data are collected based on two sources such as primary and secondary sources. Some of the information is collected while doing work at 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. Some recommendations are also made for the purpose of making branding strategies of Symphony Mobile.

The sources are:

Primary Sources:

- ☐ **Personal Interview**
- ☐ **Personal observation**
- ☐ **Practical desk work**
- ☐ **Face to face conversation with the respective employees at office**
- ☐ **Regular briefing of my supervisor at office**

Secondary sources:

- ✓ Different publications regarding mobile phone industry
- ✓ News letters
- ✓ Official website
- ✓ Different business report
- ✓ Different book and journal

Instruments:

Research instruments: Research instruments were mainly the information gathered for the above mentioned sources.

Mechanical Instruments: Microsoft word is used to prepare the report

1.6 Limitation of the Study

Comprehensive research is a difficult task. Lots of consideration needs to take in to account to conduct a pragmatic research. Many tools and techniques are needed to take into account for proper analysis. To prepare this research many constrains are faced. Such as-

- **Hidden information:** There is some hidden information which is not supposed to provide.
- **Improper combination:** It seems among various departments.
- **Time consuming:** Time consuming is the limitation of the report. The allocated time is not sufficient to know about the branding strategies of Symphony Mobile.
- **Limitation of the information:** The reports were done only for the academic purpose. For this, it is very difficult to collect all information.
- **Insufficient data:** The data that seems insufficient may be suffering from lack of reliability to some extent.
- **Extract Information:** The officers were quite busy with their regular activities. For this reason, it was little problematic to extract information.

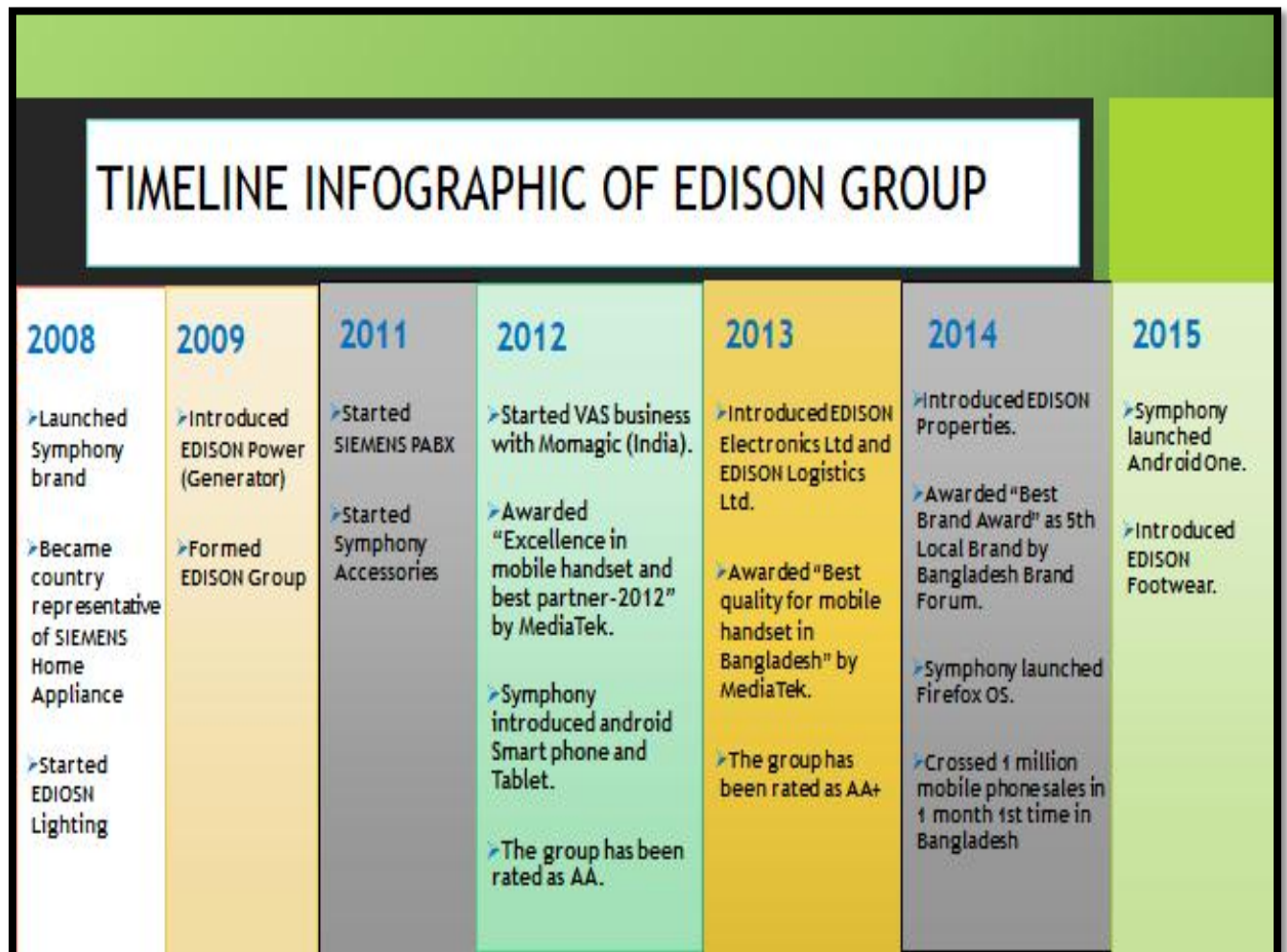
CHAPTER 2

ORGANIZATIONAL

OVERVIEW

2.1 EDISON GROUP

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 story of the EDISON group is presented below:



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.

WINGS

The wings of EDISON Group are listed below:

SB Tel Enterprises Ltd. – Symphony
SIEMENS Home Appliances
EDISON Technologies Ltd.
EDISON Properties Ltd.
EDISON Power Bangladesh Ltd.
MoMagic Bangladesh Ltd.
EDISON Logistics Ltd.
EDISON Electronics Ltd.
E2E Logistics Bangladesh Ltd.
EDISON Express Ltd.
EDISON Footwear Ltd.
Pink Creative Ltd.
PETELCO
HEXAGON



2.2 MARKET ACCESS PROVIDERS LIMITED

MARKET
ACCESS
PROVIDERS LIMITED

CLIENTS



With a humble beginning in 1999 from a little garage of a very small-scale Direct Marketing (DM) setup, Market Access Providers Limited as the parent organization started its Journey. Market Access Group today consists of several independent Strategic Business Units (SBUs) that are unique and act as a specialist service provider in their respective field.

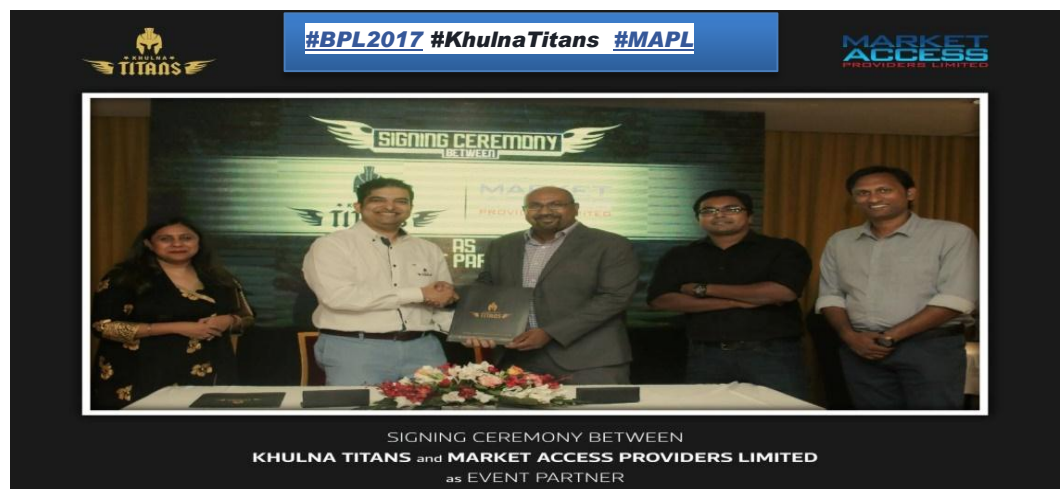
Market Access Providers Limited is the parental functions which started its journey in the field of Below the Line (BTL). Bangladesh was in the darkness regarding BTL promotions, when the global requirements pushed few MNC in the beginning stages of BTL for BTL promotions. Market Access Providers Limited in collaboration with one of the giant MNC started off. With years of striving and building resources, Market Access Providers Limited became a group. It is an advertising agency which works for EDISON Group in their wing of SB Tel Enterprises Ltd. – Symphony as a third party.

VISION

To be the most preferred Business solution provider in the markets we operate.

MISSION

All our efforts are driven with the single objective of realizing our vision to be the most preferred complete marketing solution provider in our markets.



2.3 OVERVIEW OF SYMPHONY

Whether they've been around for decades or were launched in the last seven years, some brands just have a bit of magic when it comes to grabbing attention and establishing themselves as fan favorites. Of course, that "magic" doesn't just happen by itself. 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 market. Symphony, a brand of EDISON Group is proud to enjoy indisputable leading position in mobile handset industry. Symphony became the market leader in the handset segment in 2010. Aggressive pricing strategy, contemporary features and style, international quality build and a strong distribution network have contributed to make Symphony Mobile the preferred choice of Bangladeshi 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.

PRODUCTS

The products of Symphony can be categorized into two sectors. These are given below:

Handset	Accessories
Classic	Battery
Feature	Charger
Smartphone	Headphone
Tablet	Memory Card
Style	Pen drive
Robust	Flip cover
	Power Bank
	Bluetooth Speaker

NEW PRODUCTS OF SYMPHONY

The new products of Symphony are given below:

Symphony D75	Symphony L200
Symphony L150	Symphony R30
Symphony Roar V95	Symphony Z10

CHAPTER 3

MOBILE PHONE

INDUSTRY

IN

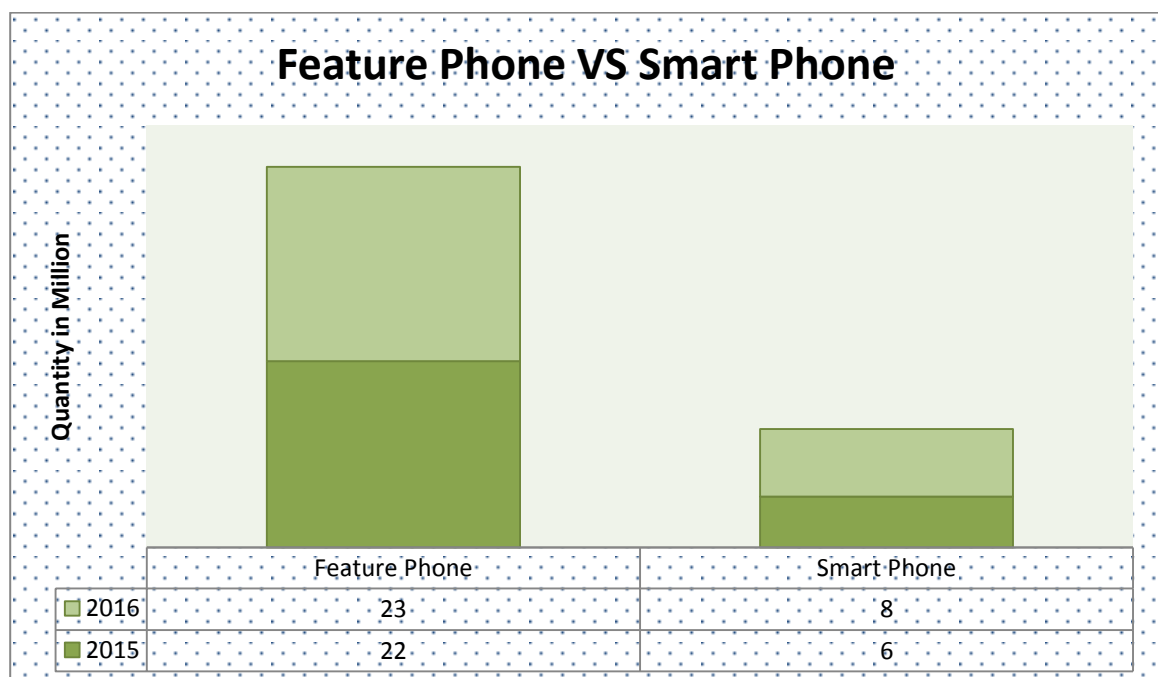
BANGLADESH

THE MOBILE PHONE INDUSTRY IN BANGLADESH

Over the past years, Bangladesh has experienced unprecedented growth in mobile phone penetration. According to BTRC, the country has over 117 million mobile phone subscribers and growing. Bangladesh is a true mobile-first nation, according to data from StatCounter GlobalStats, in February 2017, more than 73% of internet users came through mobile whereas the number was only 25% for desktop. Although feature-phone dominates the overall usage, the country has also been seeing an extraordinary smartphone growth, thanks to cheap Chinese handset.

3.1 MOBILE HANDSET SALES TO SEE 25% GROWTH IN 2017

Handset importers of the country are eyeing a 25% growth in total sales of handsets of all kinds in 2017. The president of Bangladesh Mobile Phone importers Association (BMPIA) Ruhul Alam Al Mahbub said to a newspaper recently. In 2016, Bangladesh imported a total of 31.20 million handsets worth of BDT 80 billion approximately. The BMPIA incumbent said that they would be able to reach the target of importing handset worth of BDT 100 billion before the end of this year.



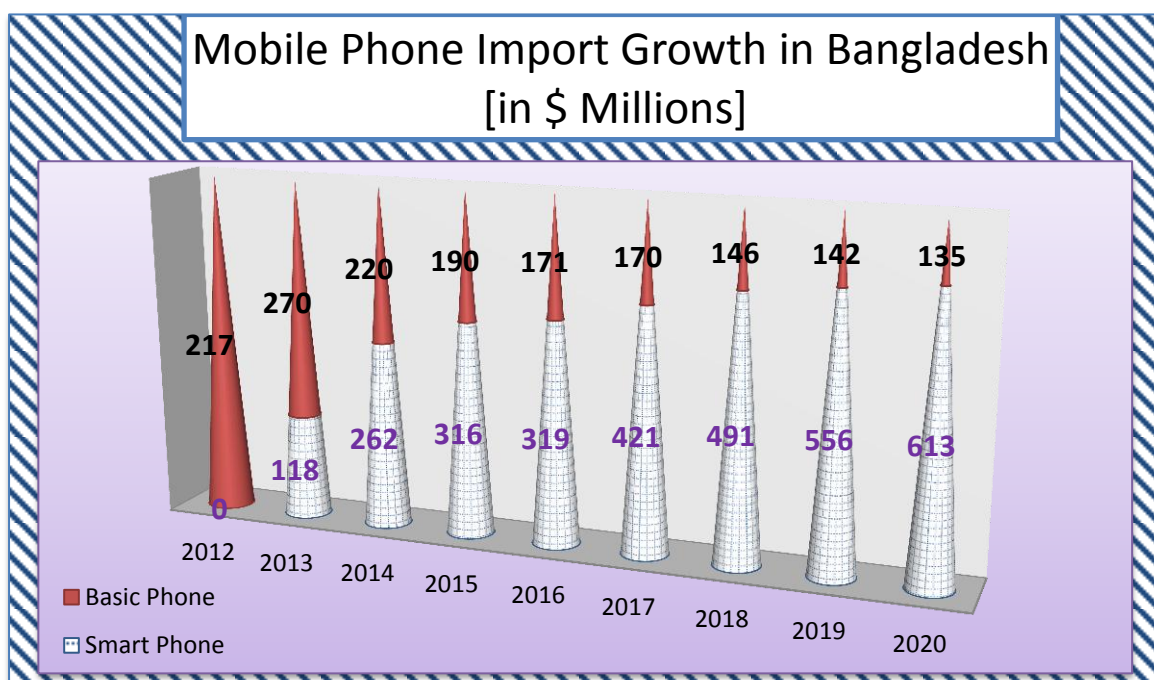
Source: BMPIA Study

A BMPIA publication cited that smartphone import is seeing higher growth (33% in 2016) than feature phone import (5% in 2016). The growth in smartphone import is mainly driven by increasing penetration of mobile internet in the country, the report noted. The study also said that consumers are buying high-end smartphones more than the low-end smartphones, indicating a major shift in the perceived consumer behavior in handset market.

At present, there are 120 million mobile phone subscribers in the country and among them 63 million subscribe to mobile data plan of different sorts. The report pointed to the fact that although 10% of overall mobile phone subscribers got cut in 2016 due to biometric registration, mobile internet saw a 24% rise in subscriber number.

3.2 THE GROWTH OF MOBILE HANDSETS MARKET IN BANGLADESH

The mobile handset market is one of the fastest growing markets in Bangladesh. One important distinction though is, back in 2012, it was basic phones that came in bulk and today it is smartphones.



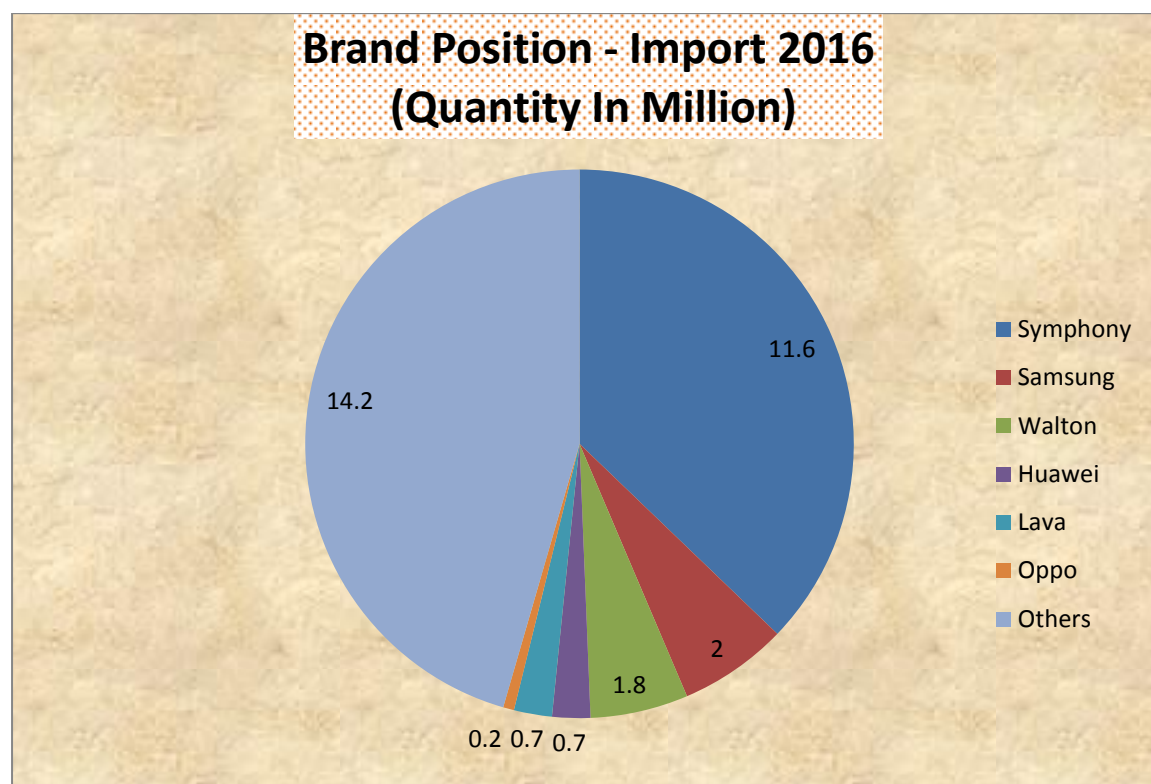
Source: <https://futurestartup.com/2016/04/03/growth-mobile-handsets-market-bangladesh/>

According to an estimate by Bangladesh Mobile Phone Importers' Association (BMPIA), the value of legally imported handsets is expected to reach \$748 million by 2020, reports the Daily Star.

The growing number of access to smartphones means it will impact out commerce, payment, lifestyle, content consumption and more.

3.3 SYMPHONY AND SAMSUNG CONTINUE TO RULE THE HANDSET MARKET

Symphony and Samsung continue to rule the handset market in Bangladesh, in both feature phone and smartphone segments. A recent report released by Bangladesh Mobile Phone Importers Association (BMPIA) showed the data.



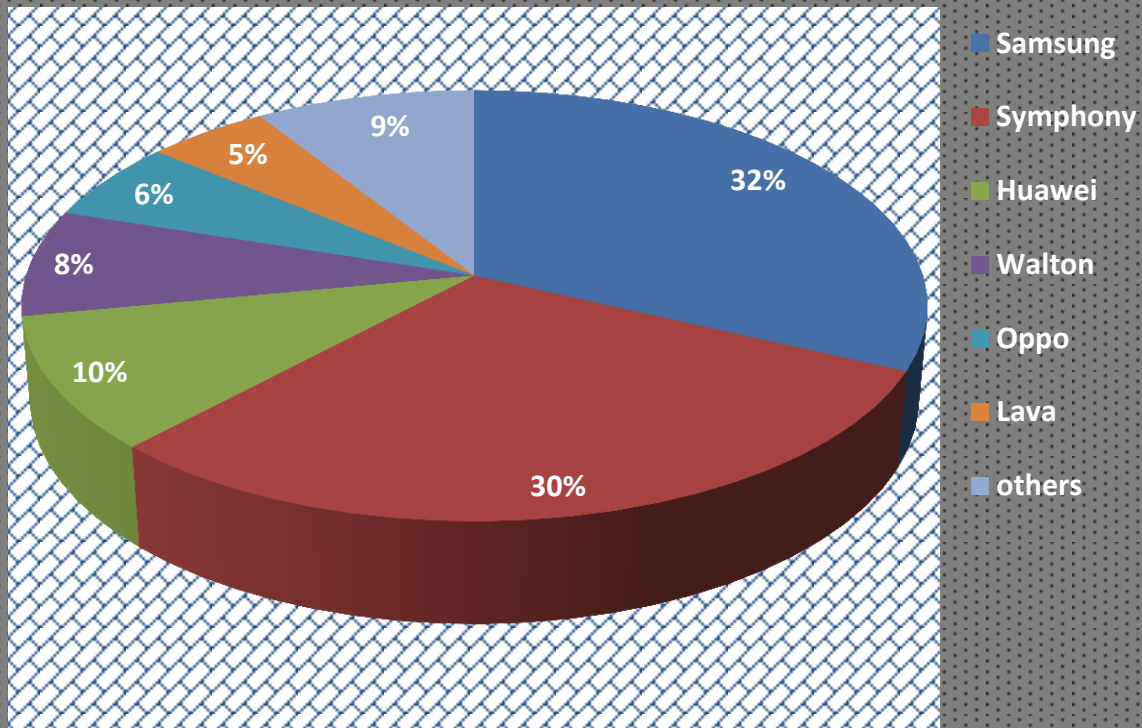
Source: <https://futurestartup.com/2017/02/20/symphony-and-samsung-continue-to-rule-the-handset-market/>

The report showed that a total of 31.20 million handsets of 1500 different models and types, worth BDT 80 billion approximately, were imported in 2016. Symphony imported a staggering 11.60 million handsets, which was 37% of total sold handsets in 2016, thus securing the first spot in total handset sales in terms of number. Samsung stood second and imported 2 million handsets.

In terms of revenue from total handset sales, Symphony was also the market leader followed by Samsung.

However, in smartphone segment, the scenario is a bit different. Though symphony imported more smartphones, Samsung got the upper hand in total revenue from smartphone sales. Essentially, this was due to price tag of smartphones bought by these two different brands.

BRAND Position - 2016 By Revenue From Smart Phone Sales



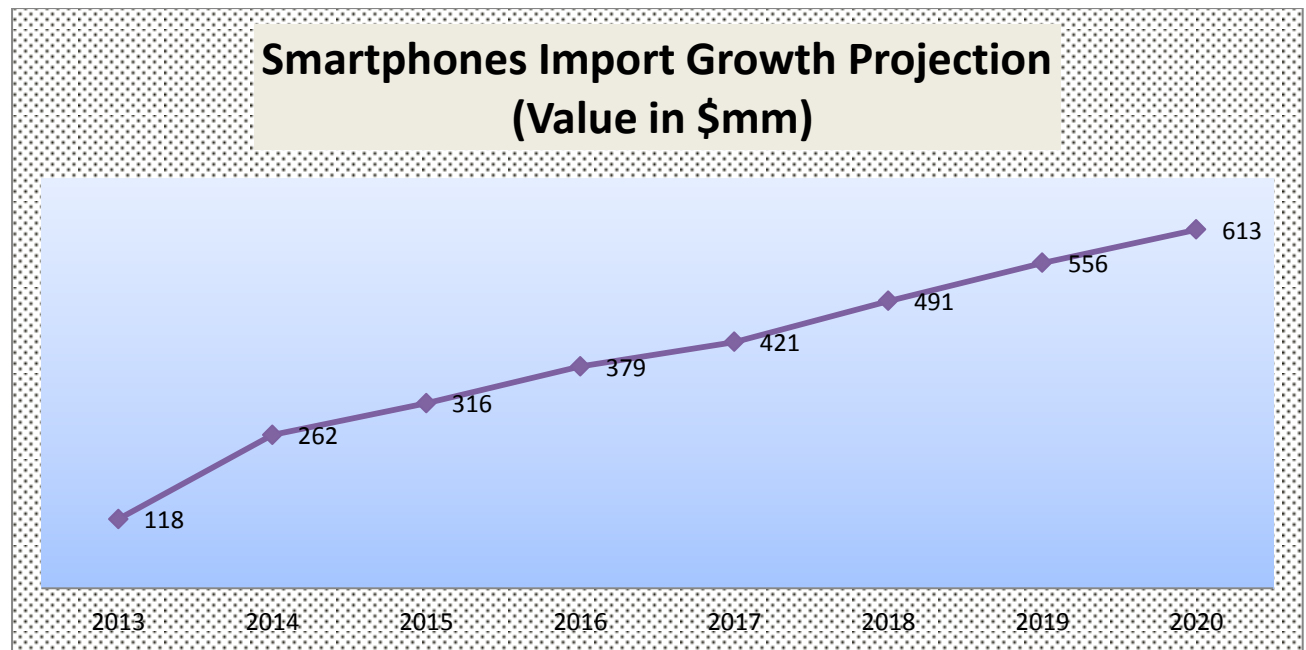
Source: <https://futurestartup.com/2017/02/20/symphony-and-samsung-continue-to-rule-the-handset-market/>

While Samsung and Symphony is on head to head competition, Huawei is steadily marching to the third spot. This brand has hastily opened franchise shops around the country, making it available to customers. Huawei sold only 0.7 million smartphones last year, but they bagged a huge BDT6 billion, thanks to their high-end smartphones.

The reported commented that customers are opting more for high-end smartphone, thanks to the growing mobile internet users. The association expected that they would import smartphones worth BDT 100 billion in 2017, as the demand is growing steadily in Bangladesh, compared to other Southeast Asian countries.

3.4 SMARTPHONE GROWTH CONTINUES

Smartphones import in the country continues to grow, according to a report by the Daily Star. Mobile handsets market is one of the fastest growing markets in the country. However, back in 2012, the market was largely dominated by feature phones, but after 2014 Smartphones started to pick up and now accounts for a significant share of the total import value.



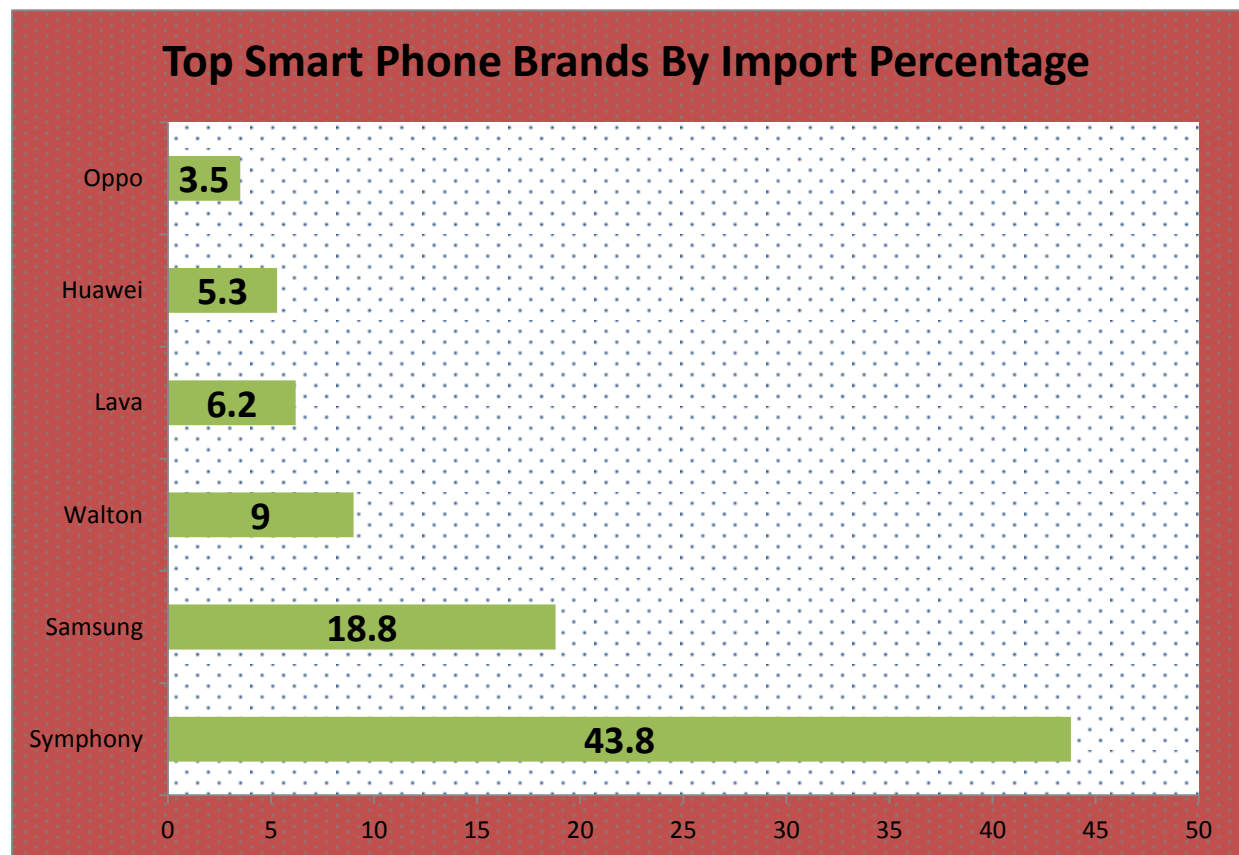
Source: Smartphone-growth-project | Data-BMIA | Future Startup

According to Bangladesh Mobile Phone Importers' Association (BMPIA), smartphones import saw a staggering 57.44% raise in the first half, January to June, of 2016 compared to the same period last year. Around 35.71 lakh pieces of smartphones were imported during this period.

Smartphones also accounted for 26.35% of the total handset imports in the first half of 2016, up from 20.88% a year earlier. Total handsets import has also grown by 23.84% year-on-year to a staggering 1.35 crore handsets.

3.5 MAJOR PLAYERS

Local brand Symphony dominates the segment in volume with its low-cost smartphones while Samsung leads in value. Symphony accounted for 43.8% of the total smartphones imported during the period where Samsung accounted for 18.8% during the same period. But Samsung suppressed Symphony in import value. The import value of the brand was 34% of total import compared to Symphony's 30.3%.



Walton, another local brand, accounted for 9% of the smartphones import volume in the first half, followed by Indian brand Lava 6.2% and Chinese manufacturers Huawei and Oppo 5.3 percent and 3.5 percent respectively, and other brands 13.4 percent.

3.6 News about Bangladesh Mobile Phone Market (Source: Prothom Alo, February 01, 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 ক্রেতার অপ্রত্যাশিত 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 সিমফনি। গত বছর একমাত্র এই প্রতিষ্ঠানটি ১ কোটির বেশি মুঠোফোন বিক্রি করতে পেরেছে। এর মধ্যে স্মার্টফোনের বাজারে সিমফনির বাজার দখল ৪৬ শতাংশ, আর বেসিক ফিচার ফোনে ৩৫ শতাংশের বেশি।

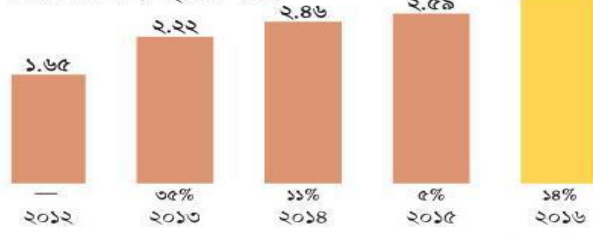
দেশীয় ব্র্যান্ডগুলোর মধ্যে সিমফনির পরেই বাজার দখলে এগিয়ে আছে ওয়ালটন মোবাইল। প্রতিষ্ঠানটির বাজার দখলের পরিমাণ এখন ১০ শতাংশের বেশি।

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

জানতে 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 করছি 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।

Day by day local brands are taking over the mobile market in Bangladesh. In 2015 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.

CHAPTER 4

BUSINESS MODEL

&

STRATEGIC BRAND PLAN

BUSINESS MODEL OF SYMPHONY

Symphony creates a new era in Bangladesh mobile phone industry; they create a history to sell over 6.5 crore mobile set across the Bangladesh on a year. Their business strategies were pretty much successful and effective to capture the mobile phone market share of Bangladesh, on the year.

Symphony is a brand under the company called Edison group. On the year, 2008 they first launch the brand called Symphony. Their primary business was mobile phone later on; they introduced mobile accessories and mobile application under the Symphony brand as supportive business. Aminur Rashid, Jakeria Shaid and Rezanul Haque are three directors of Edison group and they are peoples made symphony on a successful leading brand of Bangladesh.

The Four major reasons of Symphony success:

1. Providing High Quality on Mobile handset
2. After Sales service Such as Guaranty-Warranty and customer care services
3. Offering low price on the market
4. Offering Supportive products for mobiles.

Symphony follows participatory system of management. Employees have a right to take part in decision-making process but under the advised of Directors. Khan Z. Rahman (Marketing manager of Symphony) describes this as “new generation” management system. He thinks that in today’s world, management should be based more on teamwork and works should be done collectively. Now employees have the independence to interact with their immediate supervisors and managers more freely. While taking a decision, employees are informed and if they have any objection or views they are asked to express themselves freely. He thinks that empowering employees ultimately leads to the welfare of the organization.

R&D department of Symphony is merely strong and successful. That’s why; they are not only on providing Mobile-handset but also on Mobile accessories and Mobile application. They are the first brand of Bangladesh, who develops mobile application. They believed that this department makes them strong and successful to retain on Bangladesh mobile industry and moreover it makes their operation smooth and flexible. Their strategies and decisions are depends on the R&D department and they emphasize more on it to retain on the market of Bangladesh.

Started year of Symphony is 2008, First two years were not go well for them. It was an unsuccessful year for them. But from 2010, Symphony crossed over the break-even point and

started to make profit. According to the Bangladesh telecom Association, Symphony is highest selling mobile brand for continuous three years (2010-12). In 2013, Symphony faced challenging as Walton came in the market. But, 2014, gives Symphony remarkable success, first mobile brand of Bangladesh who sold 10 million mobile handset across the Bangladesh and generate over thousand millions as revenues.

For the past few decades mobile industry has grown to such a level that it has never been before. Millions of people are now using mobile phone. It has reached to a hand distance for the poor people also. The demand of cell phone is increasing day by day to them. As people have the buying ability to have cell phone, they also have different types of demand from the cell phone company. They have the flexibility to switch one brand to another one. So the mobile company is at a difficult situation to meet all the demand of the consumer. But they must serve their entire consumer so that they can sell their cell phone to as much customer as they can and increase their revenue. It will also help them to have a competitive advantage over their rival company. So every cell phone company including symphony should meet the demand of the consumer, they must listen to what the consumer want, what are their problem and they should act upon that and solve the problems.

There are several problems faced by the symphony mobile phone company while they were doing business in Bangladesh. The main problem they faced while conducting business is the lack of high quality product they served to their consumers.

4.1 DISTRIBUTION NETWORK AND CHANNEL

Symphony currently has around 50 distributors and more over 2000 dealers around the Bangladesh. Additionally, Symphony has over 600 employees all over the Bangladesh and some are permanent and some are contractual. Their employees are divided into three groups- engineer employees, management employees and marketing employees. Engineer employees are two types- first type who develop mobile hardware system and second type develop mobile software or application system. Management employees are for manage their office, call center, customer care and distribution management system. Marketing employees are for sales management and promotion management.

4.2 ADVERTISING AND PROMOTION

Marketing and Promotional strategies are for attract mass peoples of Bangladesh. Hence, they focus on price sensitive issue as because Bangladesh is mid-level income country and most peoples have income below 15,000. Later on, they offer Premium mobile too. Their main target was, providing mobile at low cost with a quality. They are the best mobile brand of Bangladesh who gives mobile phone with a 1.3 megapixels camera at the price of 950 BDT, which is incredible. They used RDC, TVC, Print Advertise and Sponsorships as their promotional strategy. All their strategy, they described about their Quality and low price. Moreover, they do CSR too.

4.3 AFTER SALES SERVICES AND CUSTOMER CARE

AFTER- SALES SERVICE

Symphony wants to ensure best after sales service for their customer. To satisfy this goal they have following strategies,

One Year Warranty Service

One Year Warranty Service will be provided for Symphony phone if its defects in materials or any functional defect developed for one year from the purchase date. The date will be counted by automatic warranty activation through SMS. For battery and charger, consumer will enjoy six months of warranty from the original date of buying. It does not cover any kind of accidental, or damage because of using unauthorized accessories. There is no need to provide service charge in that warranty service period.

7 Days Replacement Support

Consumer will get replacement facility with their newly purchased handsets within 7 days of the purchase, if any functional defect developed at the handset.

CUSTOMER CARE

Currently, Symphony has total 48 customer care points located in different cities. In Dhaka division, there are 23 customer care points. And other points are located in prime cities of Bangladesh. It also has 21 collection points.



4.4 EVENT PARTICIPATED BY MARKET ACCESS PROVIDERS LIMITED

Event Title: Smartphone & Tab Expo 2017

Duration: 3-5 August, 2017

Location: Bangabandhu International

Conference Center (BICC)

Organizer: Expo Maker

Participated By: Market access Providers

Limited (MAPL) on behalf of Symphony Mobile



Sales Analysis:

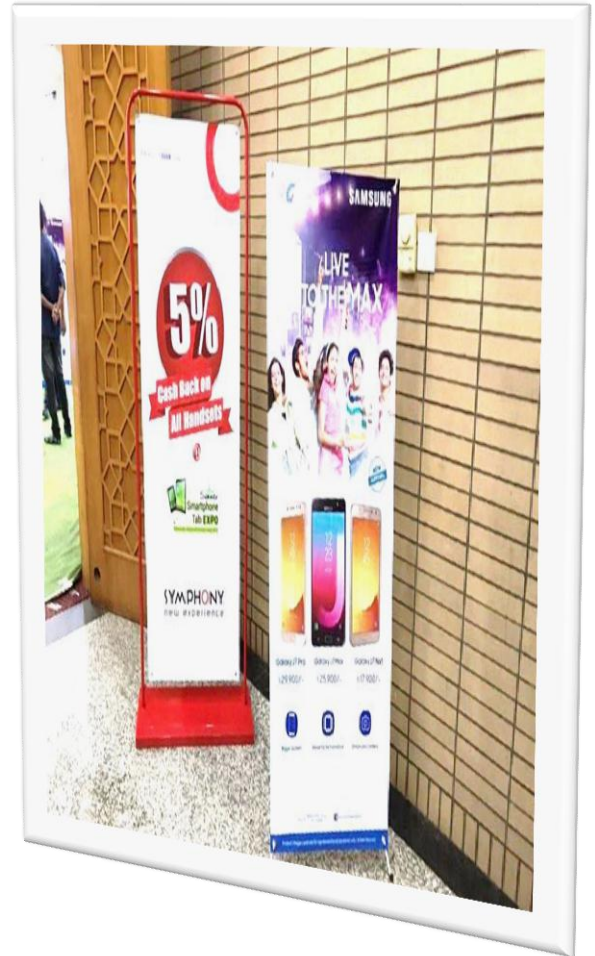
Total Sales

Models	Price Segment (k)	Discounted Price	Total	
			Qty	Value
R100_3GB	10-13k	10,688	22	235,125
Tab 50	8-10k	8,066	34	274,227
V47	4.5-6k	4,703	13	61,133
P7	8-10k	8,541	7	59,787
P7 Pro	8-10k	9,491	12	113,892
P9	10-13k	12,341	8	98,724
S10	16+	18,991	22	417,791
Z9	13-16k	14,241	15	213,608
i25	6-8k	6,451	14	90,307
V75	4.5-6k	4,741	17	80,589
Tab20	4.5-6k	5,691	16	91,048
V120	4.5-6k	5,691	52	295,906
S20	16+	19,941	4	79,762
i21	6-8k	6,166	11	67,821
V110	4.5-6k	5,216	17	88,664
i10_2GB	6-8k	7,591	19	144,220
i50	6-8k	7,211	13	93,743
S2	13-16k	15,191	7	106,334
S25	16k	20,891	7	146,234
Z7_3GB	10-13k	10,688	3	32,063
Total			313	2,790,974

Expo at a Glance

Total Sales Qty (pcs)	313
Total Vaule Achieved	2,790,974
ASP	8,917
Per Day Avg (pcs)	104

Branding



Stall



Experience at Symphony Pavilion



Customer Engagement



More than **350,000** Direct and Indirect contacts

60,000 Direct and others through media presence and Branding.

Crowd



Happy Customer



Competition



Brand	Pavilion Size	Total Sales Value
Samsung	720 sft	1 cr
Huawei	720 sft	50 lacs
Oppo	256 sft	10-15 lacs
Xiaomi	256 sft	20-25 lacs
Nokia	160 sft	10 lacs

Source: Expo Maker 2017



4.5 SWOT ANALYSIS

STRENGTH

Innovative

The Symphony mobile has a high innovative touch screen and exclusive design. It introduced the first dual sim phone in Bangladesh. It also introduces many products in a year. It also offers customers reliability, value for money and wide range of choice.

Market Leader

The symphony mobile is the market leader of mobile phone industry in Bangladesh last 3 years. They got three times best mobile brand award and they also has the highest market share of mobile phone.

Ease-of-Use

The feature phone can be easily operated by an illiterate person or senior citizens who want to use normal function of mobile. The youth and the senior citizen who want to use smartphone can also use easily. The new touch screen interface recognizes multi finger gestures, just as the human hand normally behaves.

Brand Awareness

Symphony mobile is 1st Brand awareness in local mobile market. In the consumer market, the first choice of the mobile brand of people is Symphony.

Price

Price factors matters in Bangladesh as our income is limited. The mobile price of Symphony is low to medium which is affordable to the people of Bangladesh. That's why people love the brand most.

Quality

Quality is the factors which influences consumer to buy again and helps to tell another people to buy the brand because of its quality. Scratch resistant screens, durable and light metallic finish, software suite resistance to computer viruses etc. are maintained at the time of preparing Symphony Mobile.

Strong dealer channel

Dealers are the heart of the organization. Because of them, the number of sales is increasing. Our dealers are major professional player within the nation. That's why the symphony mobile got the best brand award.

Coverage Market

The more we cover market, the more we get consumers. It also helps to inform about our brand. It directly covers 64 districts by 117 distributors who are covering 525 thanas. .

Compatibility

The symphony phone will work with tunes and with other Samsung or Nokia products and OS software tools which means limitless potential for upgradeability.

Operationally Exclusivity

The number of operationally exclusive employees of symphony is insignificant. Everybody work within the instruction of sales team. They are trying to maintain the equal price over the nation which is remarkable in BD. There are 85 distribution officers working with 40 ZSOs for quality distribution.

OPPORTUNITIES**Increasing demand and expansion to a new target segment**

As technology advances and smart phones get cheaper, Symphony will attract consumers and get Smart phone users to upgrade to Symphony.

Upgradeable

Symphony software allows new exciting features to be brought in which take advantage of the touch screen ability. Future versions will also be hardware upgradeable.

Growth in Mobile Phone Market

The growth of mobile phone market in Bangladesh is rising. So, it is an opportunity to attract the consumer towards the Symphony Brand and provide more facilities as much as consumer expect.

Local Brand

The people of Bangladesh are more attracted in the local brand of mobile than foreign brand. The core reason of it is the love of a nation. Besides, local brand also satisfies consumer needs. For this, it is an opportunity for Symphony brand to expand its sales.

Partnerships

Symphony can collaborate with many powerful executive band let mobile phone to flood the market with Symphony, which reduces costs in marketing and increases revenue through long-term agreement deals.

Requirement Enhances

People use more than one mobile for the purpose of meeting tasks. It became necessary to the professional people. Some people buy mobile more than one because of willingness. So, it is an opportunity for the Symphony brand to attract that consumer who is willing or in need of more than one mobile.

Accessories Sales

Mobile accessories dept. is working as a support unit for symphony mobile since November, 2011 Generating BDT 140 million sales in year 2014 with a growth rate of 115%. It has big accessories sales opportunities in Bangladesh market.

WEAKNESS

Image

The Symphony brand is not targeted towards business people and does not have a reputation as being compatible with the corporate world.

User Interface

Another weakness is that touch screen interfaces suffer from the problem of “gorilla arm”. That’s why some consumer is dissatisfied using Symphony mobile.

Quality

Symphony hand set quality is not better than multinational brand like-Samsung because of price setting. That is the reason for which some people are unwilling to buy symphony brand.

Promotional Activities

Promotional activities like billboard, TV Add, print Ad etc. are performed by Symphony. To make a reputed brand, Symphony needs to perform all kind of promotional activities.

Inefficient Employees

There are some employees who are inefficient to provide proper services. It is the great negative impact of Symphony mobile brand.

Lack of the Number of Service Center

It is required to establish the service center everywhere in the country as it is a reputed brand in our country. People buy the symphony mobile and they expect the service center of symphony mobile in case of defects. If they go so far for the purpose of repairing or they do not get the service center that is the major weakness of Symphony Brand Mobile.

Lack of Coordination

It is required to build and maintain correlation among various departments like customer service department, service center, showroom, corporate offices etc. without the coordination, things are getting difficult to accomplish properly. It seems various departments in symphony mobile brand which are needed to improve.

THREATS

Increased competition

Smart phones are easier to make now more than ever. More companies may enter the market, and competitors or even Symphony contractors can maneuver around patents to create similar devices.

Downward pricing pressure

The Symphony is marketed as a high-end phone, but phone prices are almost certainly going to fall when other companies undercut the price of them. It is one of the major threats of Symphony.

Political Violence

The impact of political violence in Bangladesh is remarkable. Some of the problems are remarkable such as the political instability, economic slowdown, cost of import accessories high, as well as for other issue arising sales in local market. Those kinds of problem Symphony are facing as threats.

Global Brand Competitors

Some of the global brands grab the market share of the mobile phone which is the ultimate threat of Symphony. Some people are attracted to the foreign brand which may negative impact on Symphony sales. Some of the global brands are Samsung, Nokia, Oppo, Huawei etc.

Competitor in Local Market

New coming competitor in local market lunching mobile hand set like- ACI limited, PRAN-RFL Group, PARTEX Group etc.

BRAND PLAN

4.6 TIME LINE

The brand plan is for the time period of January 1, 2018 to December 31, 2018.

4.7 OBJECTIVES

- ✓ Extend on the Symphony brand name and link to the established meaningful positioning.
- ✓ To retain the market leader and gain more market share
- ✓ Extend on Symphony image of innovation, quality, and value.
- ✓ Measure the awareness and response in order to make adjustments to the marketing campaigns as necessary.

4.8 TARGET AUDIENCE

- ✓ Primary customer target is the middle-lower income professional to coordinate their busy schedules and communicate with colleagues, friends and family.
- ✓ Secondary consumer targets are college and graduate students who need one portable multifunction device.
- ✓ Senior Citizen people who are not much familiar with the new technology and need an easy solution of being connected are targeted.



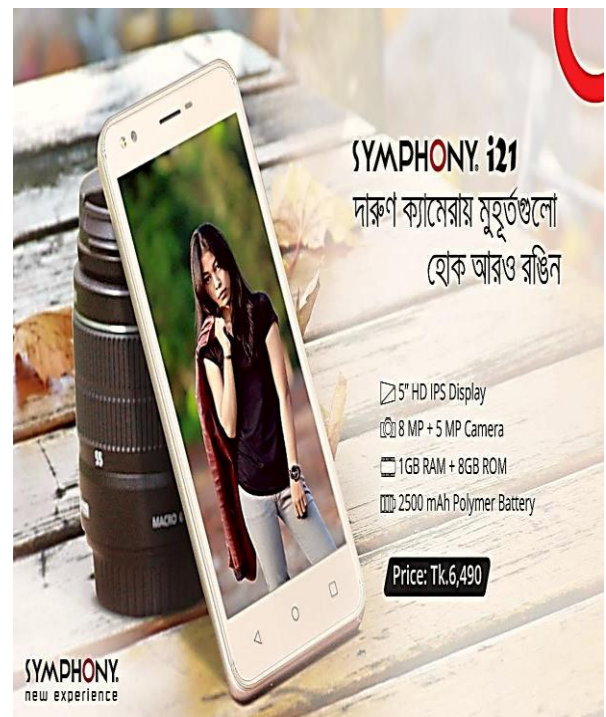
Our business target is to be partner with:

- ✓ Large cell phone service providers, GP, Banglalink, Robi and Teletalk.
- ✓ Small to large enterprise where information is critical to the end user and requires helping managers and employees stay in communication.



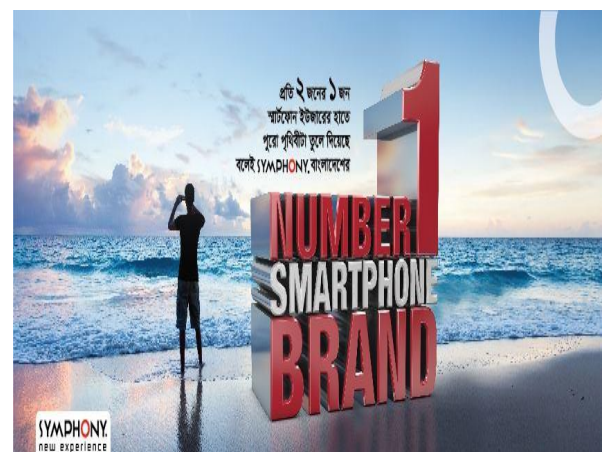
4.9 PRODUCT

- Full year warranty along with an optional service offer- handset exchange offer
- Special edition version to be launched (including the Symphony new edition celebrating their 8th anniversary)
- Launching a cheaper version in 2018 with less advanced features along with a more advanced version for professional use
- Adding the following features to the Symphony (large disk storage capacity, lower weight, thinner device, long battery life, 3G, Wi-Fi, EDGE, GPS and improved camera)



4.10 PRICE

- ✓ Affordable price
- ✓ Attractive Offer
- ✓ Product line pricing takes into account because of the cost differences between products in the line, customer evaluation of their features, and competitors' prices.
- ✓ Special limited edition Beatles Symphony for special prices



4.11 PLACE

- ✓ Symphony Showroom
- ✓ Dealers Showroom
- ✓ Retailers shop
- ✓ Online shop



4.12 MAIN MESSAGE

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. On the other hand, senior citizen, college and university going students as well as middle class people are also our targeted customer. So, the message should be transparent for them. Though the handsets have various advantages such as the battery, loud voice or hardy, we have to focus on something that will keep a tag in the customers mind. Hence, we can get 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. Keeping this context in mind the main message to be delivered to the customers is:

Tag line: ■■■

Supporting line: "3000 mah ■■■

Apart from this, we can also work on some other criteria's which is also a very important aspect for the customer; the affordability of the customer on the price. Generally, rough users who does hard work, uses the handset as a sort of communication only. Their work environment forbids them for the use of costly handset as there are chances of damages.

Tag line: "■■■ ■■■"

Apart from these there will be some other supporting messages which might help the customers to understand the specifications and advantages of the handset:

■■■ , ■■■ ...

■■■ ...

■■■ , ■■■ ... ■■■ ...

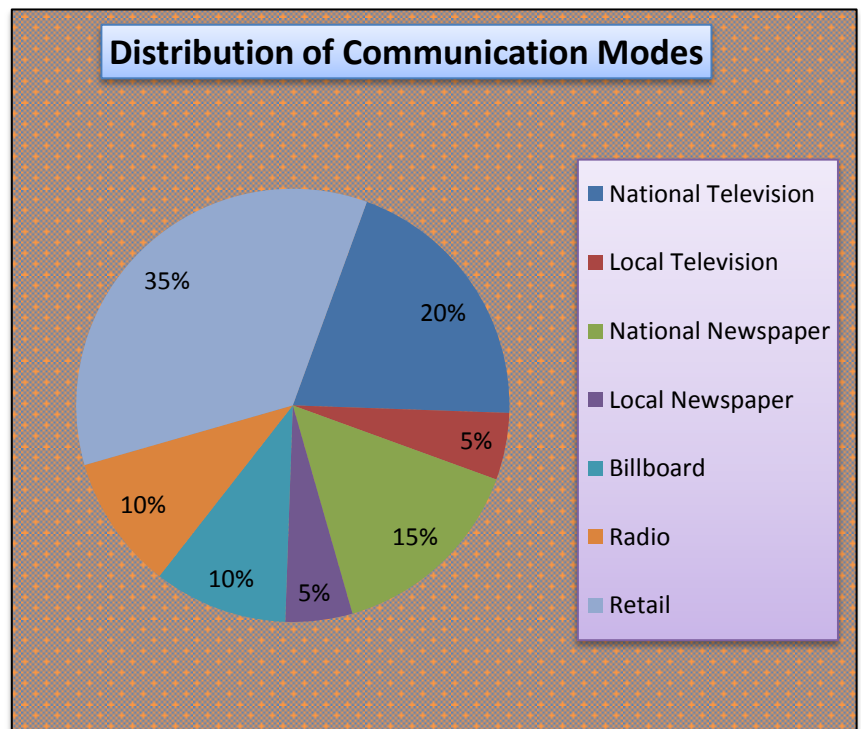
■■■ ■■■ ■■■ ... ■■■ ■■■



4.13 COMMUNICATION TOOLS AND CHANNELS

The general modes of ATL communication with the customers are:

- ✓ National Television---yes, high priority
- ✓ Local Television---yes
- ✓ National Newspaper---yes, high priority
- ✓ Local Newspaper---yes
- ✓ Billboard ----- yes, depending upon site selection
- ✓ Radio ----- yes
- ✓ Retail ----- yes, main focus



4.14 CONCEPT OF PRINT AD

The print ad section will include the posters, flyers, brochures. These will be designed with our focused sections such as the battery backup, sound clarity, handset for the poor or hardy. The design will be made keeping the targeted customers in mind. So, the designs must be a colorful, as the people like more color than simple things and obviously all the written things are in Bangla. Example of Symphony Print Ads:



4.15 CONCEPT OF TVC

The TVC will be made with the Bangladeshi concept showing the basic needs of the handsets in the day to day life of the people. The focus of the TVC will be on how handy it is, the sound quality and the longer battery life which will make the customers realize how important role this feature phone and smartphone are playing in their daily life to keep them connected with their loved ones. Thy symphony Brand will also focus on TVC to grab the new consumer attention and keep the existing consumer connected.

4.16 GOALS AND MEASURING PERFORMANCE

We will divide the whole year in 4 quarter and do a market research at the end of each quarter to find out our plan is working properly in the right direction or not. We will do the research in different location and try to figure out where our plan is doing well and where not. It may require corrective action according to the location or culture of the area. Once the research is in hand, we will change strategy or tactics according to our needs.

4.17 ACTION PROGRAMS FOR BRANDING

- ✓ Four age groups will be targeted: 15-20 years, 20-25 years, 25-45 years, and 45 years and above.
- ✓ High School and College aged people will demonstrate social uses.
- ✓ The 25-45 years group will be used to determine business application and social/personal use.
- ✓ The 45 years and above will give us a plan to market to more senior well-refined group.
- ✓ This research will be done through surveys (via email campaign through portals such as, iTunes and other on-line application developed for the Symphony) and interviews (in Symphony mobile phone stores) with the same age groups listed before.
- ✓ To retain the Symphony to be the market leader of the business nation, it is important to research different ages of people.
- ✓ Brand awareness will be an important tool in taking the Symphony brand from "social cool" to "business cool".
- ✓ We will ask for feedback on Symphony features, and implement those changes most important to the end user in the next generation Symphony

CHAPTER 5

RECOMMENDATIONS

&

CONCLUSION

5.1 RECOMMENDATIONS

Some of the strategies required to minimize weakness and avoid threats with the help of using opportunities and strength. These are given below:

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. 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.

More Billboards

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.

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.

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 service centers. So, they should increase their customer center in order to give better their customers better experience and better service.

Training and Make Coordination

It is required to provide proper training to make the employees efficient. On the hand, coordination is also necessary which is required to make among departments for the purpose of increasing sales and market share.

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.

CSR Activity

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

5.2 CONCLUSION

SB Tel Enterprise Ltd., first company of EDISON Group starts its operation in mobile handsets business with the brand name Symphony. From the very beginning they are able to understand the need of people and the people affordability. Providing all the latest feature at very low cost, they are able to penetrate the market very efficiently. They are offering both smart phone and feature phone. It is matter of remarkable that the growth of mobile industry in Bangladesh is high. Besides, Symphony gets the best brand award thrice and maintains highest number of shares being a local brand. It will be a great challenge for them to maintain their brand like today and gaining more market share. For this, they need to make a strong brand plan and also need to make necessary strategy and execute these properly.

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APPENDIX

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 1st branded dual sim phone in Bangladesh.

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

-  Wide range of choice for different market segment
-  Attractive features
-  Competitive price
-  Customer reliability
-  Long durability similar to any leading global brand
-  Introduction of innovative service options
-  Standard customer service.

INNOVATION FACTORS OF SYMPHONY

-  Exclusive Design
-  Good Quality with Low Price
-  Variety of Models
-  First Dual Sim Phone in BD
-  First Qwerty keyboard
-  Lots of new products are introduced in a year
-  Symphony offers customers reliability, value for money and wide range of choice
-  Lots of Smartphone Café
-  Customer care centers

ACHIEVEMENT

-  Awarded as the best mobile handset brand in Best Brand Award 2017.
-  Awarded as the best mobile handset brand in Best Brand Award 2016- organized by Bangladesh Brand Forum in partnership with Millward Brown.
-  Awarded as the best Bangladeshi brand in Best Brand Award 2015- organized by Bangladesh Brand Forum in partnership with Millward Brown

- ✚ Awarded as the best brand in mobile handset category in Best Brand Award 2015.
- ✚ Awarded as the 4th best brand among all multinational and local brands of the country in Best Brand Award 2015.
- ✚ Awarded as the 5th best local brand among all categories in 'Best Brand Award 2014' organized by Bangladesh Brand Forum.
- ✚ 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-Motijheel C/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, Gawal 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), Puran Thana, Kishoregonj
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

SYMPHONY FACEBOOK PAGE



