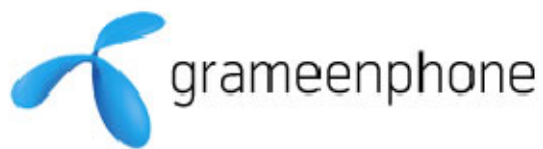# BRAC University

Internship report

On

"Current scenario of internet services - An analysis on Grameenphone."

BRAC Business School

BRAC University

66, Mohakhali,Dhaka

Submitted To

Husain Salilul Akareem

Lecturer

BRAC Business School

BRAC University

Submitted By

Zannat Tahera Lamia

ID:o8304086

BRAC Business School

Letter of Transmittal

Husain Salilul Akareem

Lecturer

BRAC Business School (BBS)

BRAC University

66 Mohakhali, Dhaka-1212, Bangladesh

Subject: Letter of Transmittal

Dear Sir,

Here the internship report that I prepared as a partial fulfillment of completion of my BBA program.

It is great achievement to work under your active supervision.I am assigned to prepare under your direct supervision on the topic entitled *"Current scenario of internet services - An analysis on Grameenphone."* I am fortunate enough that I have got an experience and efficient professional team in the company. I have got the opportunity to work In Grameenphone Ltd.in I&BB department under commercial division & I was assigned for the product development.

I tried my best to show my skill, which is achieved by three (03) months, practical experience through this report. Finally, I would like to assure that I will remain standby for any clarification, explanation as and when required.

Thank you in advance for your kind assistance.

Sincerely yours,

…………………..

Zannat Tahera Lamia

ID: 08304086

BRAC Business School

BRAC University

Acknowledgement

All praise to the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished. The successful completion of this report might never be possible in time without the help some person whose inspiration and suggestion made it happen. First of all I want to thank my faculty advisor **Husain Salilul Akareem** who has provided me with suggestions for making this Final Internship Report and also provided me with the format for preparing this report. Then I also thank my tean members of product development team under commercial division of Grameenphone. I would also like to thank Tonmoy Basar ,my organizational supervisor of Grameenphone Limited, and all my colleagues who helped me by providing informative instructions. I was closely attached with them during my internship tenure. Without them this project would have been very difficult.

I also, thanks to my parents, my family, some friends, all the other fellow interns at Grameenphone I met at my tenure who kept on this long process with me, always offered help and support.

Executive Summery

The largest telecommunication service provider of the country, Grameenphone Ltd., currently has a subscriber base of 35 million, is now leading the market with 42% market share and revenue share in Bangladesh. It has started its journey in the telecommunication industry in March 26, 1997. Now Grameenphone has been recognized for building a quality network with the widest coverage across the country while offering innovative products and services and committed after-sales service. In 2011, the company has achieved the remarkable top of the mind brand parameter with a 99% of brand awareness.

Grameenphone has been successful to build a superior image in comparison to the other operators. It has been providing a variety of services according to the customer desire. The basic product or services can be categorized three divisions; Voice, VAS, Data services. This report is basically concentrating on data service that is internet services of grameenphone. What are the current packages, for both small screen and for modem with pc/ laptop, whether these services are fulfilling the subscribers or not, how much subscribers are aware about the services, what is there feedback and satisfaction level these are the main focus of this report. Beside this the report is also mentioned a brief history of Grameenphone. Its establishment time, the founder of the company, the strategy of the company, its vision and mission, shareholders, products and services etc all are discussed here very briefly along with analysis part which is Current scenario of internet services - An analysis on Grameenphone. By the analysis part I have come up with some findings regarding internet services which may give a clear view of gp current internet services. For the analysis part a survey was conducted with the help of a questionnaire. As it's already mentioned that Grameenphome Ltd. is in the leading position in the telecommunication industry in our country they are trying to give their best to hold the position, that's why they are also working in the internet services sector by introducing different services and packages/ products.

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Chapter-1

INRTODUCTION

1.1   Background:

During the early Nineties the Telecom sector in Bangladesh was severely under developed, when the market was monopolized by the state owned operator, BTTB (Bangladesh Telegraph and Telephone Board). BTTB provided only fixed line telephony services, which was heavily skewed in the urban areas where as 80% of the population of Bangladesh lived in the rural areas. This unequal distribution of services created the opportunity for the mobile phone operators. The granting of a paging service license to Bangladesh Telecom Authority in 1989 paved the way for mobile service in Bangladesh. Pacific Bangladesh Telecom Limited (PBTL, now Citycell) operating under CDMA technology was first granted the operating license as mobile phone operator in 1993, and was joined by three other GSM (Global System for Mobile communication) mobile operators namely Grameenphone, Aktel and Sheba in 1996, 1997 and 1998 respectively.

Grameenphone (GP) launched its mobile phone services on March 26, 1997 and since then has become the largest mobile phone operator in the country. The company is continuously improving and offering new services to add value. Along with GSM features Grameenphone Ltd. is offering Value Added Services (VAS), Special services, Push-Pull services (various information based services through sms) and after sales service services.

1.2   Problem Statement:

This Internship project will be titled as *"Current scenario of internet services - An analysis on Grameenphone."* In the current business world, particularly in telecommunication sector, long-term customer maintenance, i.e., attaining sustainable market share is a vital issue. My internship project is about analyzing the present status of internet packages, whether the subscribers are getting the proper services, whether they are satisfied with the current packages/services. How much they aware about the packages, these are the main thing I'm going to find out throughout the report.

1.3   Objectives:

Broad Objective:

Analyze the present status of the current internet service.

Specific objective:

The research will be aimed at fulfilling the following specific objectives:

- To analyze whether the service is demandable for the market.

- To analyze whether the service managers are efficient enough to solve any problem related to internet packages.To determine how much customers are aware about the packages.

1.4 Methodology

- *Data source:*

Data for this report has been extracted from primary sources as well as secondary sources.

Primary Data:

Primary Data will be collected though questionnaire survey which will be done on *internet package users* of Grameenphone.

Secondary Data:

Majority of the data will be collected from Annual Report, Informal discussions mainly with my supervisor, brochures, Grameenphone official web sites.

- *Sample Size:*

The sample size of will be 150 for this project purpose.

- *Data Collection:*

Organization part-

Annual Report, informal discussions mainly with my supervisor, brochures, company websites.

1.5 Limitations of the study

- Data availability could be another big issue here because company might not want to disclose all the confidential information regarding their managerial strategies and plans.
- Data from different sources were quite inconsistent which created some problems in making the report

Chapter-2
COMPANY OVERVIEW

2.1   Name and location of the company

Grameenphone limited is now the leading telecommunications service provider in Bangladesh. It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor is the largest telecommunications company in Norway and it owns 62% shares of Grameenphone and Grameen Telecom owns the remaining 38%.

Headquarter of Grameenphone is situated at Bashundhara Residential Area. They also have around 14 buildings in Gulshan area, which was the previous headquarter of Grameenphone office. None of those are Grameenphone's own building. The "GP HOUSE"- Grameenphone 9-story headquarter building is located adjacent to the main entrance of the Bashundhara Residential Area. The building was constructed by "*Associated Builders Corporation Limited*" and *Vistaara and Icon Architects (VIA)* was the consultant.

2.2   Historical background of the company

The Telecom market in Bangladesh has differentiated characteristics of very low Tele-density, inefficiency and totally controlled by capitalization. BTTB (Bangladesh Telephone and Telegraph Board) is proved to be incapable of providing sufficient interconnections to meet the demand of mobile services providers. The state owned BTTB has been the monopoly telephone service provider in the telecom industry. The zest of improving the efficiency and ability of BTTB, the government initiated a restructuring program in telecom sector to corporatize BTTB.

BTTB provided only fixed line telephony services in the urban areas where as 80% of the population of Bangladesh lived in the rural areas. This unequal distribution of services created the opportunity for the mobile operators to do business. In the telecom sector earth shaking changes cropped up when Bangladesh government allowed private sector participation in telecom sector by granting the permission to operate as a private service provider in 1989. This license was awarded to two operators, BRTA (Bangladesh Rural Telecom Authority) and Sheba Telecom Pvt. Ltd. Opening its mobile phone sector for private and foreign investment in 1989, Bangladesh holds the pioneering figure among LDC's. Pacific Telecom launched the country's first mobile phone service.

2.3 Achieving License

The granting of service license to Bangladesh Telecom Authority in 1989 paved the way for mobile service in Bangladesh. Pacific Bangladesh Telecom Limited (PBTL, now Citycell) operating under

CDMA technology was offered a cellular license in Bangladesh in 1993. In 1996, Bangladesh was preparing to auction off private cell phone licenses to four companies. So in October 10 1996, at the request of Dr. Muhammad Yunus (Grameen Bank's founder) completely independent of Grameen Bank, a *not-for-profit* private company called Grameen Telecom was formed as private limited company. Grameen Telecom, in turn, created a *for-profit* company called Grameen Phone, found a foreign partner, and put in a bid; Grameen Phone received one of the four licenses.

2.4 Launching Grameenphone service

In the midst of lack of communication means, Grameenphone launched its service on the Independence Day of Bangladesh with an effective and user-friendly mobile phone network. They started their operation from March 26, 1997 with only 72 employees. They converted to public limited company on June 25; 1997.Grameenphone put a positive impact on the lifestyle of the people of Bangladesh.

Grameenphone was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Since its inception, Grameenphone remains committed to providing the best service to its customers, as well as launching innovative new products and services. The Village Phone Program started in 1997 that provided a good income-earning opportunity to more than 210,000 mostly women Village Phone operators living in rural areas. Grameenphone makes its profits by serving wealthier urban customers. But from the point of view of the Grameen family and its strong anti-poverty mission, the for-profit, urban-only Grameen Phone exists for only one reason: To fund, with its profits, the extension of cell phones into rural Bangladesh in order to provide entrepreneurial opportunity to Grameen Bank members through Village Phone. As Dr. Yunus puts it, "Grameen Phone is merely what we need to do Grameen Telecom's Village Phone."

The Village Phone Program was an exclusive program to provide widespread access to telecommunications service in remote, rural areas. Controlling by Grameen Telecom Corporation, it enables rural people who normally cannot afford to own a telephone to gain the service while providing the VP operators an opportunity to earn a living.

2.5 Journey of Grameenphone

After a successful launching, Grameenphone introduced its services in the second largest city of Bangladesh, Chittagong In June **1998**. Cell to cell coverage in the Dhaka-Chittagong corridor also enabled Grameenphone to introduce its service in a number of other districts along the way.

In **1999**, Grameenphone expanded its business and started its business in Khulna. A good number of other districts came under their coverage because of cell to cell coverage between Dhaka and Khulna. Grameenphone was also the pioneer to introduce the pre-paid service in September **1999**. They

introduce the EASY pre-paid service in the local market. Besides, it established the first 24-hour Call Center, introduced value-added services such as Voice Mail Service (VMS), Short Message Service (SMS), fax and data transmission services, and many other products and services.In **2000** Grameenphone started its services in Sylhet, Barisal and Rajshahi and brought all six divisional headquarters under the coverage of its network. The service in Barisal region was happening after the microwave link between Khulna and Chittagong was completed. After six years of operation, in August **2003** Grameenphone has more than one million subscribers. And from November **2005** Grameenphone continues to being the largest telecommunication operator of Bangladesh with more than 5 million subscribers. Grameenphone Ltd is continuing its operations with a success in **2006**. In November it has just reached the mark of 10 million customers.In **2008**, Grameenphone has been listed in Bangladesh capital market after completing the largest initial public offering (IPO) ever in the country's history. Trading of Grameenphone shares began in both Dhaka and Chittagong Stock Exchanges on 16 November **2009**. The share of BDT 10 each was offered with premium at BDT 70 and on 30 December **2009** the trading price closed at BDT 187.5 in the Dhaka Stock Exchange. The number of subscribers is increasing day by day. At present there are around 50 million telephone users in Bangladesh whereas more than one million are fixed-phone users and rest mobile phone subscribers. As of December **2009**, Grameenphone has crossed more than 23 million subscribers. GP's subscription base reached at 23.3 Million with 44.4% market share at the end of 2009. Grameenphone operates a digital mobile telecommunication network based on GSM standard in the 900MHz and1800MHz frequency bands under a license granted by BRTC which will expire on November **2011.**

2.6 Name and characteristics of founders Characteristics of founder

Grameenphone is a joint venture company comprising of:

- *Telenor* – A state-owned telecommunication company from Norway. It has a long history of successful cooperation with other operators in Russia, Hungary, Montenegro, Ireland, Bangladesh, Greece, Germany, Germany, Australia, Malaysia etc.
- *Grameen Telecom* - A sister concern of Grameen Bank. It was established by Grameen Bank to organize and assist those Grameen bank borrowers who wish to retail telephone services in the rural areas.
- *Marubeni Corporation* – A leading investment and trading company from Japan. The company owns 9.5% of GP.
- *Gonofone Development Corporation* – A New York-based telecommunication development company having investments in many companies in USA, Russia and other parts of Europe. Gonofone Development Corp. owns 4.5% of GP.

2.7 Existing share holders

Grameenphone is the largest mobile phone company in Bangladesh. The shareholders of Grameenphone contribute their unique, in-depth experience in both telecommunications and development.
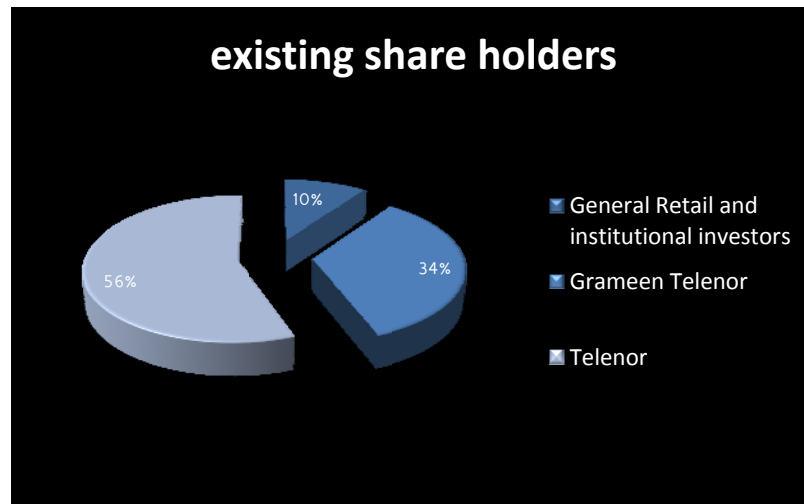
It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. The other 10% shares belong to general retail and institutional investors.The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the Years.

The international shareholder brings technological and business management expertise while the local shareholder provides a presence throughout Bangladesh and a deep understanding of its economy. Both are dedicated to Bangladesh and its struggle for economic progress and have a deep commitment to Grameenphone and its mission to provide affordable telephony to the entire population of Bangladesh.

2.8. Company vision, mission, objective & strategies

2.8.1. Company's Vision

Grameenphone's vision is *"We're here to help."* That means Grameenphone Ltd. is always there to help the customers get the full assistance of communications services in their daily lives. They want to make it simple for the customers to get what and when they want it.

2.8.2. Company's Mission

The mission of Grameenphone Ltd is to deliver reliable, widespread, convenient mobile and cost effective telephone services to the people in Bangladesh irrespective of where they live. They are providing a total communication solution to its customers. To do this, the service advance of Grameenphone has extensively developed over the last few years. Grameenphone subscribers now enjoy all the modern data communication and content services. Mobile office, internet access, MMS and modern music and download services are available through the nationwide EDGE enabled network.

2.8.3. Company's Objectives

Grameenphone (GP) has been established to provide high-quality GSM cellular service at affordable prices. Grameenphone has a dual purpose:

- To receive an economic return on its investment
- To contribute to the economic development of Bangladesh where telecommunications can play a critical role

The Company has developed its strategies so that it earns healthy returns for its shareholders and at the same time, contributes to genuine development of the country. This is why Grameenphone, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor. It is on the way to get a total uprising in the telecommunication field. By accomplishing the success factors, Grameenphone would like to be recognized as a consistent, honest and committed company to its valued subscribers and stakeholders.

2.8.4. Company's strategy

Grameenphone Limited's strategy was to effectively become the second national operator in Bangladesh. Instead of focusing on a high-end, niche market; it pursued a low tariff strategy designed to compete directly with BTTB.

Continuously grow subscriber base:

Grameenphone's strategy is to grow their subscriber base, while seeking to limit declines in APPM, by increasing the availability of their products and services throughout the Bangladesh and by aiming to improve customer retention.

Focusing on high value customer:

Grameenphone strive to provide superior network coverage, connectivity, quality and reliability, as well as to continue their product and service innovations through continued investment in their network and products. They are focusing on high value customer segment which they expect will grow as Bangladesh population becomes more affluent with their value-added services, in particular Internet access and BlackBerry. They intend to increase their focus on high value business segment customers, given the high usage of voice and non voice services by these customers.

Achieve capital and operational efficiencies to improve profit margins and cash flow generation:

Grameenphone's strategy is to continue to exercise strong discipline over their operating costs and capital expenditure to achieve improved efficiency and productivity in their operations and leverage their existing capacity. They have also plan to reduce their operation and maintenance expense by, among other things, using solar power, controlling service agreement pricing and lobbying to reduce the SIM tax.

Increased Brand Awareness and reinforce brand values:

Grameenphone intend to support their brand by undertaking brand refreshment exercises from time to time. They have planned to increase brand awareness through various point of sales promotions.

Increased revenue from non voice services:

Grameenphone is offering a wide-range of non voice services, including SMS, MMS, games, information services, content download, ring back tones, Internet access and BlackBerry services. They plan to continue increasing their revenue from non voice services, developing additional services and further expanding their presence as one of the largest provider of internet access in Bangladesh.

Continue to expand their comprehensive distribution network:

Grameenphone new distribution model is to push sales to retailers by distributing their SIM cards, electronic recharge systems and scratch cards through a network of nearly 100 third-party distributors. Their objectives under this new distribution model are to improve their product availability throughout the country with the establishment of more points of sales, improve inventory management, accelerate distribution of product, provide better support to their customer base, create a

strong channel of communication between Grameenphone and subscribers and obtain better market data to allow them to be more dynamic and responsive to the market.

2.9. Company's Value

Make it Easy:

Grameenphone believes that they are sensible. Everything they create is easy to appreciate and use as they never fail to remember that they are trying to make their customers' lives easier.

Be Inspiring:

Grameenphone believes that they are imaginative. They convey energy and thoughts to their work. Grameenphone wants to be a collaborator in the progress of our society. They are passionate about our business, customers and country.

Keep Promise:

Everything Grameenphone set out to do should work. If it does not, they are there to put things right. They are about delivery, not over promising - actions not words.

Be Respectful:

Grameenphone shows acknowledgement and admiration the local culture. They are courteous and professional in regard to all interactions, both internally and externally. They are open, helpful and friendly.

2.10.   Operating Coverage

Grameenphone has the leading network with the widest coverage in the country. The Grameenphone network now covers over 99 percent of the population and over 87 percent of the land area with the remaining areas mostly falling under the Sundarbans and the Chittagong Hill Tract areas where mobile phone coverage is not allowed. Presently Grameenphone has covered 462 upazillas of 64 districts.

Radio network coverage
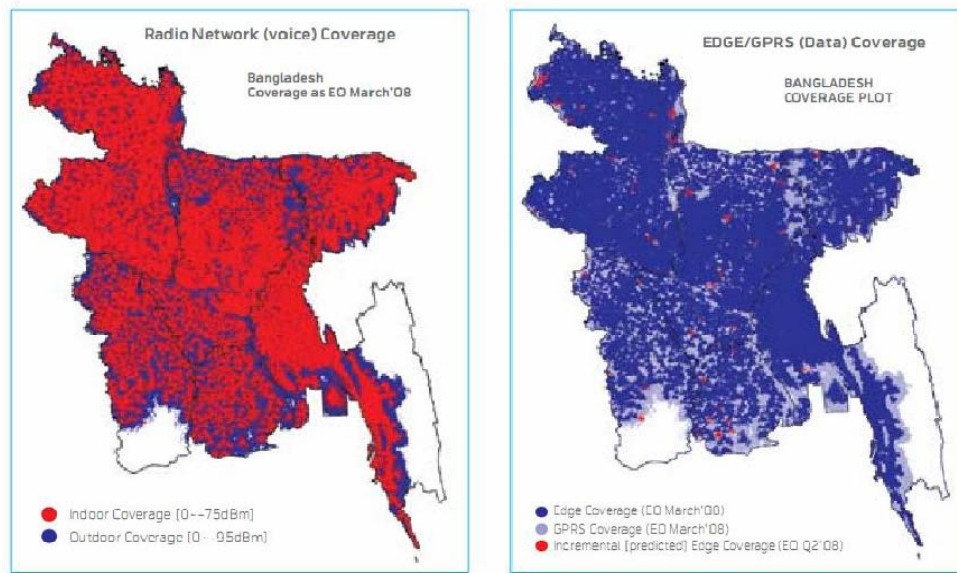
The company has so far invested more than BDT 10,700 core (USD 1.6 billion) to build the network infrastructure since its inception in 1997. It has invested over BDT 3,100 core (USD 450 million) during the first three quarters of 2007 while BDT 2,100 core (USD 310 million) was invested in 2006 alone. Since its inception in March 1997, Grameenphone has built the largest cellular network in the country with over 10,000 base stations in more than 5700 locations. A record 4181 new base stations were put into operation around the country during the year, crossing the 10,000 base station milestones in the process. In addition, the entire Grameenphone network is EDGE/GPRS enabled, allowing its customers to access high-speed Internet from anywhere within the coverage area.

2.11.   Product & services of grameenphone

Products & Services
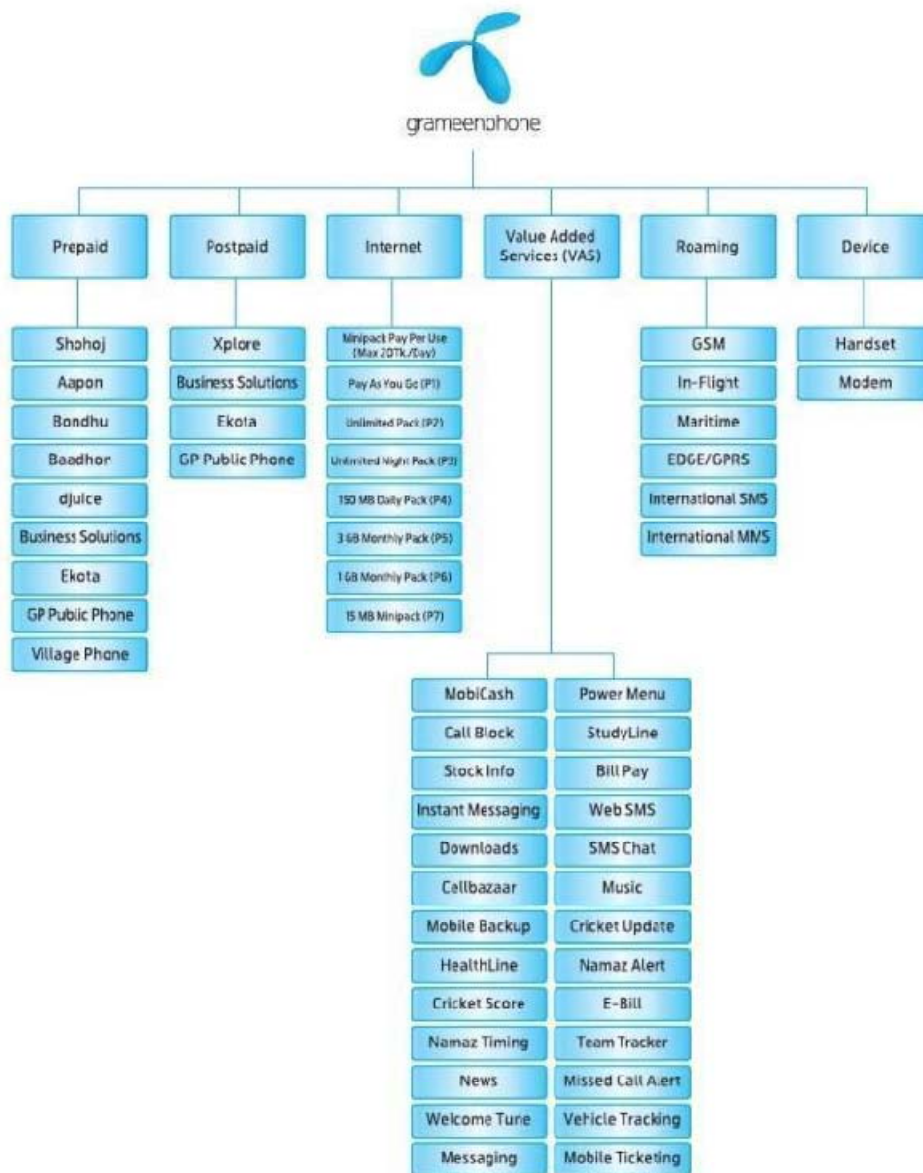
Products:

It offers pre-paid products like Shohoj, Aapon, Bondhu, Djuice, Baadhon, Business Solution, Ekota, GP Public Phone, BPO and Village Phone. In addition it has a very exclusive post-paid package named Xplore. It also offers internet modem along with an internet sim that may be pre-paid or post-paid.

Services:

Grameenphone also introduced a number of value-added services during the last 14 years. It may be noted that Grameenphone was the first mobile phone operator in the country to introduce value-added services like Voice Mail Service, Text Mail Service and fax and data transmission services, in particular Internet access, downloadable content and ring-back tone services.

Grameenphone also launched the Wireless Application Protocol (WAP). Other services include International Roaming, SMS (short message service), SMS Push-Pull Services, Voice Mail Service (VMS), Voice SMS, Web to SMS, Cell E-mail, MMS, EDGE/GPRS, GP World, BlackBerry services, Welcome Tunes, Call Block Service, News, E – Bill, Music Radio, Study Line, Cricket update, Namaz Alert, Health Line, Stock Information, Mobi Cash, Mobile ticketing, Mobile Backup Service and Missed Call Alert.

2.12. Different diivisions and Department

In recent times management has brought a change in the organizational structure in view of need of time. Currently Grameenphone has 11 divisions and 5 departments to run its operations smoothly. The divisions are:

- Customer Management Division
- Finance Division
- Information Technology Division
- Sales and Distribution Division
- People and Organization Division
- Fiber Optic Network Division
- Regulatory and Corporate Affairs Division
- Technical Division
- Projects Division
- New Business Division
- Marketing Division

The departments are independent from any divisions. The names of 5 departments are:

- Administration Department
- Revenue Assurance and Fraud Management Department
- Information Department
- Internal Audit Department
- Legal and Compliance Department

There are also two projects running under observation of Deputy Managing Director. The projects are independent of Projects division. These are, CHQ Project and Efficiency Project. Among them the respective directors head ten divisions. Marketing division is leaded by a deputy director. A General Manager leads Information Department. He has to report direct to the Managing Director. Head of supply chain management has to report directly to the director of Finance Division. This responsibility is added recently to the Director, Finance Division.

Chapter -3
INDUSTRY ANALYSIS PART

3.1 Company competitive scenario

There are six mobile telephone operators in Bangladesh at the moment. Among them one is Government owned telephone operator: Bangladesh Telegraph and Telephone Board (BTTB) and the other five are privately owned companies namely Grameenphone Ltd., Axiata (Bangladesh) Limited, Orascom Telecom Bangladesh Ltd., Pacific Bangladesh Telecom Ltd. (PBTL) and Airtel Bangladesh Ltd.

Grameenphone Limited:

Grameenphone Limited, the number one and leading mobile phone company in the area of telecommunications in Bangladesh. Grameenphone Limited managed to grab 44% of the market share only by providing cost-effective & best service available in the market of mobile telecommunication. Grameenphone Limited has made its expansion not only in the urban areas, but also it stretched its network in the rural areas for the economic empowerment of the rural people. It has the largest network, the widest coverage, the biggest subscriber base and more value added services than any other mobile phone operators in Bangladesh. Grameenphone Limited has a very strong competitive position in the telephone industry in the country.

Orascom Telecom Bangladesh Limited:

When Banglalink entered the Bangladesh telecom industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments. Banglalink was previously known as Sheba Telecom which began operation in 1998. It was a joint venture between a Malaysian Conglomerate, Technology Resources Industries Berhad and a local firm named Integrated Services Ltd. (ISL). In 2005 Orascom Telecom Holding (OTH) acquired Sheba Telecom and gave a new trading name „Banglalink". Within one year of operation, Banglalink became the fastest growing mobile operator of the country.

This milestone was achieved with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care; and effective communication that emotionally connected customers with Banglalink. At present it is holding the 2nd position in the cell- phone industry with respect to market share.

Axiata (Bangladesh) Limited:

Axiata (Bangladesh) Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Axiata (Bangladesh) Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. In early 2008, Aktel slipped from the second position to the third after facing fierce competition from Banglalink. Aktel boasts of the widest international roaming service in the market, connecting 315 operators across 170 countries. It is the first operator in the country to introduce GPRS. Aktel uses GSM 900/1800 MHz standard and operates on allocated 12.8MHz frequency spectrum. Later, on 28th March, 2010 the company started its new journey with the brand name Robi. Robi is the third largest mobile phone operator in Bangladesh in terms of revenue and subscribers (14.488 million as of July 2011).

Airtel Bangladesh Limited:

AIRTEL Bangladesh Ltd. is a GSM-based cellular operator in Bangladesh. Airtel Bangladesh is the sixth mobile phone carrier to enter the Bangladesh market, and launched commercial operations on May 10, 2007. Warid Telecom International LLC, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited for US$300 million. Bharti Airtel Limited will take management control brand from 20 December 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010. Airtel Bangladesh had 5.045 million subscribers as of July 2011.

Pacific Bangladesh Telecom Limited:

Citycell (Pacific Bangladesh Telecom Limited) is the first mobile communications company of Bangladesh. It is the only CDMA network operator in the country. As of 1 March, 2008, Citycell's total mobile subscriber base is 1.56 million, up 137 per cent or 680,000 from two years ago, giving it the best growth rate of the company till date. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom. By the end of 2007 Citycell had refurbished its old brand identity and introduced a new logo and corporate identity; the new logo is very reminiscent of the old logo. However the slogan has remained unchanged "Because we care". Citycell had 1.730 million subscribers as of July 2011.

Teletalk Bangladesh Limited:

TeleTalk (Teletalk Bangladesh Ltd) is a GSM based state-owned mobile phone company in Bangladesh. TeleTalk started operating on 29 December, 2004. It is a Public Limited Company of Bangladesh Government, the state-owned telephone operator. TeleTalk provide GPRS internet

connectivity. Teletalk is the first operator in the country that gave BTTB (now BTCL) incoming facility to its subscribers. The mission statement of Tele Talk is "Desher Taka Deshey Rakhun" ("Keep your Money in your Country"). TeleTalk is the 6th largest mobile phone operator in Bangladesh with 1.141 million subscribers as of July, 2011.

Total Mobile Phone Active Subscribers at the end of March 2012:

- Grameenphone Ltd. (GP): 3 core 76 lac 33 thousands

- Orascom Telecom Bangladesh Limited (Banglalink): 2 core 47 lac 41 thousands

- Robi Axiata Limited (Robi): 1 core 76 lac 64 thousands

- Airtel Bangladesh Limited (Airtel): 63 lac 45 thousands

- Pacific Bangladesh Telecom Limited (Citycell): 17 lac 86 thousands

- Teletalk Bangladesh Ltd. (Teletalk): 12 lac 85 thousands

N.B- Total number of Subscribers are 8 core 94 lac 57 thousands
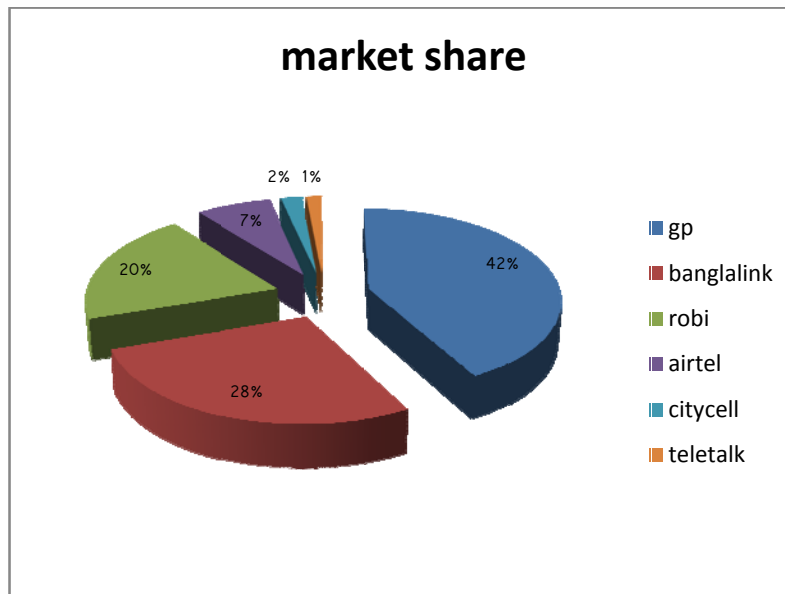
3.2. SWOT Analysis of Grameenphone

SWOT stands for Strength, Weakness, Opportunity, and Threat. This is a very important tool for a company to analyze its internal and external environment.

⚔ STRENGTHS

- Good Owner Structure
- Market Leader
- Network Availability Brand Name of Grameen Image
- Financial Soundness
- Skilled Human Resource
- Effective Support Organiza
- Access to the Widest Rural Network through Grameen Bank
- High Ethical Standard

⚔ WEAKNESSES

- Culture Gap
- Complicated Pricing Structure
- Incomplete Messages through Promotional Activities
- Problem Contained Offers
- Different Departments are not working together

⚔ OPPORTUNITIES

- Economic Growth of Bangladesh
- New and Better Interconnect Agreement
- Huge Demand for Telecom Services
- Increased Intentional Activities in Bangladesh
- Declining Prices for Handsets
- New International Gateway
- Flexibility of Mobile Phone

THREATS

- More Rigid Government Regulations

- Upgraded Technology Used by Competitors

- Political Instability

- Devaluation of Taka

- Risky Position of Valuable Resource

- Non-co-operation of Government for the Revenue of BTTB

Chapter-4
DESCRIPTION of the JOB

4.1. Job description

In my three months and ten days journey in Grameenphone I go through different type of responsibilities. I was assigned for product development team of I&BB (internet and broadband) department under commercial division of grameenphone. At the very first week I go through introducing with my supervisor, my team members & collogue. My job is started from week two. As I was in product development team, my basic responsibility there was to collect different types of information for the different new projects. I put that information on PowerPoint or sometimes in the excl according to my supervisor requirements. My supervisor assigned me to collect some information on different topic, different products or services, based on that information they may come to launch any new product for the I&BB. Some list of works what I have done in my internship period are given bellow.

- Excl on roadmap of I&BB
- Power point on roadmap of I&BB
- Excl on Mobile TV (Asia)
- Worked on telenor in europian & asian market
- Presentation on company analysis of Banglalink
- Presentation on company analysis of Robi
- Presentation on company analysis of airtel
- Presentation on company analysis of telestra (half done)
- Worked on PTC model & mechanism
- Presentation on adsense & adword's value chain, cash flow.(also gave presentation on it)
- Presentation on neobux; how neobux works.(also gave presentation on it)
- Worked on Google,yahoo,facebook & twitters ad rates
- Collected some informative links of PTC sites

Moreover beside this I also worked on customer service department to have a survey on small screen packages. I have one to one conversation directly through over phone with the subscribers. So this is basically what I have done in Grameenphone over three month.

4.2. Specific Responsibilities of the job

The basic job of product development team is-

- Project management
- product launch roadmap preparation and Coordination
- Coordination of Research work

4.3 Observations and Recommendations

My observation is in I&BB department there is such fixed job of the product development team. Product development team is not responsible for revenue generation. There basic job is just to generate idea about any new project according to the requirement of the market demand. So it can be said that it's really interesting to work in such a interesting department because they are coming up with different new idea and started work on it.

Chapter - 5
ANALYSIS ON INTERNET PACKAGE SERVICES

5.1 Current data services offered by grameenphone

When-ever, where-ever you want to get online to access the internet, Grameenphone has got the coverage & right solutions that will suit you. Whether you are searching for information or looking for entertainment & social networking on your phone or a laptop/personal computer we have the right packages & devices to cater to your needs.

Internet is the most convenient medium of information, through which people can enhance their knowledge, spread the same from one corner of the globe to whichever place they wish with a single click.

Communication solutions developed by Grameenphone across all the media have always focused one single thing – to help people stay close to their dear ones and to enlighten their lives through free and flawless access to information. Grameenphone internet is another step towards fulfilling this goal. With this step, Grameenphone so far brought Internet to people in the following ways:

- Desktop and Laptop browsing: by using the mobile as modem or by internet modem
- Mobile screen browsing: WAP/internet browsing on the mobile

Grameenphone is looking to expand further into the digital world by expanding its internet platforms and developing more internet related products, thus becoming the biggest Internet Service Provider of Bangladesh.

- Internet Packages
- Internet Security
- WebSMS
- Internet SIM
- Modem
- Opera Mini
- Get Handset Settings
- Data Optimization

For the project purpose only internet packages will be discussed bellow.

5.2 Internet packages

5.2.1. Grameenphone internet packages for Handset

Grameenphone offers the most affordable internet packages for handset browsing. You can easily connect to internet by availing any of the internet packages offered by Grameenphone.

❖ Minipack Pay Per Use (Max BDT 20/day): this is for only prepaid subscribers where Internet usage is chargeable at BDT 0.02/KB up to a maximum of BDT 20/Day, between 12am-11.59pm daily. Fair Usage Policy is applicable after crossing 10 MB usage for that day. Type **P1** and send to **5000** to activate this Package or Dial ***500*1#** and follow the instructions. You will receive SMS when FUP will be enforced after crossing 10MB.

❖ Pay as you go (P1): is a pay-as-you-go offer which is applicable for Post Paid subscribers only. For every kilobyte (KB) of data browsed, subscribers are charged BDT 0.02(excluding VAT). Type P1 and send to **5000** to activate this Package or Dial ***500*1#** and follow the instructions. Grameenphone strongly recommends its valued postpaid subscribers who use smart phones (e.g. Apple Iphones, Android handsets like Samsung Galaxy, HTC or Windows phones) to avoid using the Postpaid P1 package considering the fact that these smart devices initiates internet sessions in the background to synchronize & update different applications. It is recommended that Smart phone users take the Minipack 99MB and above.

❖ Minipack 1 MB: is an Internet Combo offer for only Pre-paid subscribers with Free 1MB Data and 2 MMS at BDT 2.50 (+15% VAT) with 3 days validity. To activate dial ***500*11*1#** or SMS **1MB** to **5000**.If 1MB data gets expired before the expiration validity of 3 days, subscriber will still be able to enjoy internet at BDT 0.01/10KB without VAT and can continue browsing, along with the 2 MMS. Similarly, if 2 MMS is used up before expiration validity of 3 days, the data amount will be available till the expiration date.Only after 3 days of the expiration of validity, if the subscriber has sufficient cash balance in his/her account, Minipack 1MB will be renewed automatically. If the subscriber does not have sufficient account balance within that timeframe, Minipack 1MB will be deactivated and the subscriber has to re-activate Minipack 1MB again to use it after recharging. To stop the auto renewal feature, subscriber will have to type Off and send it to 5000.To subscribe Minipack 1MB, subscriber has to type 1MB and send SMS to 5000 or Dial *500*11*1#. Subscriber will receive usage notification SMS after crossing 100% of the allotted 1MB volume. To check usage, subscriber has to type VIEW and send SMS to 5000 or dial *500*60#.

❖ Minipack 3MB: An Internet Combo offer for only Pre-paid subscribers with Free 3MB Data and 3MMS at BDT 9 (+15% VAT) with 7 days validity. To activate dial ***500*10*1#** or SMS **3MB** to **5000**.If the 3 MB data gets expired before the expiration validity of 7 days,

subscriber will still be able to enjoy internet at BDT 0.01/10KB without VAT and can continue browsing, along with the 3 MMS. Similarly, if 3MMS is used up before expiration validity of 7 days, the data amount will be available till the expiration date.Only after 7 days of the expiration of validity, if the subscriber has sufficient cash balance in his/her account, Minipack 3MB will be renewed automatically. If the subscriber does not have sufficient account balance within that timeframe, Minipack 3MB will be deactivated and the subscriber has to re-activate Minipack 3MB again to use it after recharging. To stop the auto renewal feature, subscriber will have to type **Off** and send it to **5000**.To subscribe Minipack 3MB, subscriber has to type **3MB** and send SMS to **5000** or Dial ***500*10*1#**. Subscriber will receive usage notification SMS after crossing 100% of the allotted 3MB volume. To check usage, subscriber has to type **VIEW** and send SMS to **5000** or dial ***500*60#**.

- ❖ Minipack 15MB: An internet offer for both Post-paid & Pre-paid subscribers with data browsing/downloading capacity up to 15MB @ BDT 29 (+VAT). This package has a duration of 15 days starting from the date of activation. After expiration of 15MB , subscribers will be charged as BDT 0.01/10KB without VAT. Only after 15 days, if the subscriber has sufficient cash balance for prepaid or credit limit for postpaid, Minipack 15MB will be renewed automatically. If the subscriber does not have sufficient credit limit or account balance, Minipack 15MB will be deactivated and the subscriber has to activate Minipack 15MB again to use it after recharging. To stop the auto renewal feature, send SMS **Off** to **5000**.

- ❖ Minipack 99MB: An internet offer for both Post-paid & Pre-paid subscribers with data browsing/downloading capacity up to 99MB @ BDT 99 (+VAT). This package has a duration of 15 days starting from the date of activation. After expiration of 99 MB , subscribers will be charged as BDT 0.01/10KB without VAT. Only after 15 days, if the subscriber has sufficient cash balance for prepaid or credit limit for postpaid, Minipack 99MB will be renewed automatically. If the subscriber does not have sufficient credit limit or account balance, Minipack 99MB will be deactivated and the subscriber has to activate Minipack 99MB again to use it after recharging. To stop the auto renewal feature, send SMS **Off** to 5000.

- ❖ 1GB Package P6: is an internet offer of 1 GB per month @ BDT 300+VAT. The package has a validity of 30 days (from the date of activation). After expiration of 1 GB, subscribers will be charged as BDT 0.01/10KB without VAT. After expiration of the 30 days validity, EDGE P6 will be auto renewed only if sufficient Cash Balance for prepaid or Credit Limit for postpaid remains in subscriber's account. Auto-renewal feature will be set as default for any subscriber who activates EDGE P6 .If subscriber doesn't want to Auto-Renew EDGE P6, then Type "OFF" and send to 5000. If sufficient Cash Balance or Credit limit is not available during auto-renewal then EDGE P6 will be discontinued. After recharging with sufficient balance, the

subscriber has to activate P6 again. To subscribe to Package 6 (P6), type **P6 0r 1GB** and SMS to **5000** or Dial ***500*6*1#** . This package is available for both prepaid and postpaid subscribers. You will receive usage notification SMS after crossing 50% and 80% of your allotted 1GB volume. To check Usage Type VIEW and send SMS to **5000** or simply Dial ***500*60#**. A prepaid subscriber can repurchase P6 within the validity period and the remaining data volume is carried forward with the new P6 data volume.

5.2.2. Internet package for laptop/ PC browsing

❖ **Heavy Internet browsing Package P2 (FUP enforced after 5GB):** P2 is a large screen internet package designed for heavy browsing by advanced users with 30 day validity , monthly charge is BDT 850 (excluding VAT). To subscribe to Package 2 (P2), type **P2** and SMS to **5000** or dial ***500*2*1#**. Available for both prepaid and postpaid subscribers.

❖ **Night Time Heavy Internet browsing Package P3(FUP enforced after 5GB)**: P3 is a large screen internet package designed for heavy browsing by advanced users during night time, with 30 day validity, monthly charge is BDT 250+VAT. Daily charging is applicable for subscribing P3 in Postpaid. To subscribe to Package 3 (P3), type P3 and send SMS to 5000 or dial *500*3*1#. This package is available for both prepaid and postpaid subscribers. With this package, subscribers can enjoy unlimited internet from 12:00AM to 10:00AM. From day time, i.e. 10:01AM to 11:59PM using P3, browsing charge will be pay-as-you-go tariff of BDT 0.02/KB as per actual usage. Minipack Pay Per Use (Max 20 Taka) offer is not applicable for P3 subscribers. After the 30th day, if the subscriber has sufficient cash balance, EDGE P3 will be renewed automatically. If the subscriber does not have sufficient balance, P3 will be deactivated (applicable for prepaid) and the subscriber has to activate P3 again to use it after recharging. To stop auto renewal, send SMS **Off** to 5000.

❖ **Daily 150MB Package P4**: is for prepaid subscribers only. Subscribers can enjoy the service from 12:00AM to 11:59PM (within a day) with 150MB data usage limit in a day and daily charge is BDT 60+VAT. From 12:00 AM of the next day,EDGE P4 will be deactivated and the subscriber needs to activate any other package if he/she wants to use Internet. To subscribe to Package 4 (P4), type **P4** and send SMS to **5000** or dial ***500*4*1#**.You will receive usage notification SMS after crossing 50% and 80% of your allotted 150MB volume.

❖ **3GB Package P5**: is an internet offer of 3 GB per month @ BDT 700+VAT. The package has a validity of 30 days (from the date of activation). After expiration of 3 GB, subscribers will be charged as BDT 0.01/10KB without VAT. EDGE P5 will be auto renewed only if sufficient Cash Balance for prepaid or Credit limit for postpaid remains within subscriber's Account. Auto-renewal feature will be set as default for any subscriber who activates EDGE P5 .If subscriber doesn't want to Auto-Renew EDGE P5, then Type "**OFF**" and send to **5000**. If sufficient Cash Balance or Credit Limit is not available during auto-renewal then EDGE P5 will be discontinued. After recharging with sufficient balance, the subscriber has to activate P5 again. To subscribe to Package 5 (P5), type **P5 or 3GB** and send SMS to**5000** or Dial ***500*5*1#**. This package is available for both prepaid and postpaid subscribers. You will receive usage notification SMS after crossing 50% and 80% of your allotted 3GB volume. To check Usage, type **VIEW** and send SMS to **5000** or just Dial ***500*60#**. A prepaid subscriber can repurchase P5 within the validity period and the remaining data volume is carried forward with the new P5 data volume.

❖ **1GB Package P6**: is an internet offer of 1 GB per month @ BDT 300+VAT. The package has a validity period of 30 days from the date of activation. After expiration of 1 GB, subscriber will be charged as BDT 0.01/10KB without VAT. After expiration of 30 days validity, EDGE P6 will be auto renewed only if sufficient Cash Balance for prepaid or Credit Limit for postpaid remains in subscriber's Account. Auto-renewal feature will be set as default for any subscriber who activates EDGE P6 .If subscriber doesn't want to Auto-Renew EDGE P6, then Type "**OFF**" and send to **5000**. If sufficient Cash Balance or Credit Limit is not available during auto-renewal then EDGE P6 will be discontinued. After recharging with sufficient balance, the subscriber has to activate P6 again. To subscribe to Package 6 (P6), type **P6 or 1GB** and send SMS to **5000** or Dial ***500*6*1#**. This package is available for both prepaid and postpaid subscribers. You will receive usage notification SMS after crossing 50% and 80% of your allotted 1GB volume. To check Usage Type **VIEW** and send SMS to **5000** or just Dial ***500*60#**. A prepaid subscriber can repurchase P6 within the validity period and the remaining data volume is carried forward with the new P6 data volume.

5.3 Survey findings

In order to analyze the internet services of grameenphone a series of questions were asked to the customers with the help of a questionnaire, the data from these questions are tabulated below. As already mentioned, the survey was conducted among 150 GrameenPhone internet subscribers; it .was conducted in three way direct appointment, over telephone and with the help of email.

I asked total twenty closed end question & also question to hundred subscribers. With those answer of the customers I've conducted my analysis part.

Here the main objective is to analyze the current status of grameenphone internet pckages**.**

✔ **Through which media you use Gp internet more?**

|	Frequency	Percentage
mobile screen	105	70%
Modem with PC/Laptop	45	30%

Interpretation: From the table it can be seen that gp internet is highly used in mobile screen than modem with laptop or pc. Here 70% subscribers are using gp internet in small screen and only 30% is using modem with pc/ laptop. the difference is highly markable.
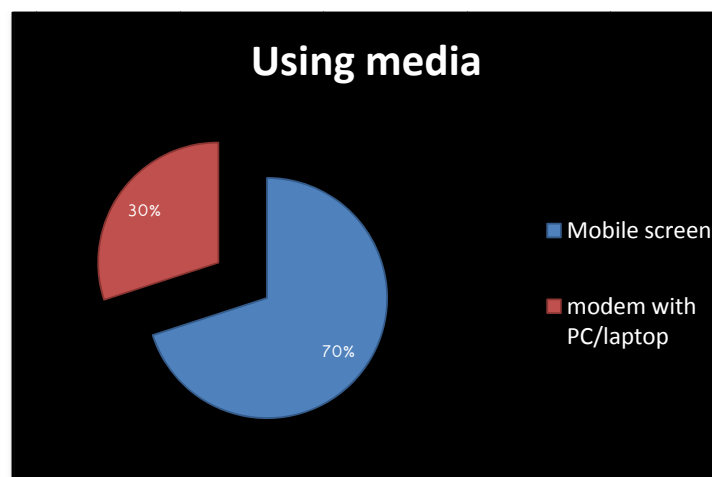
✦ Which Package you use more (for small screen)?

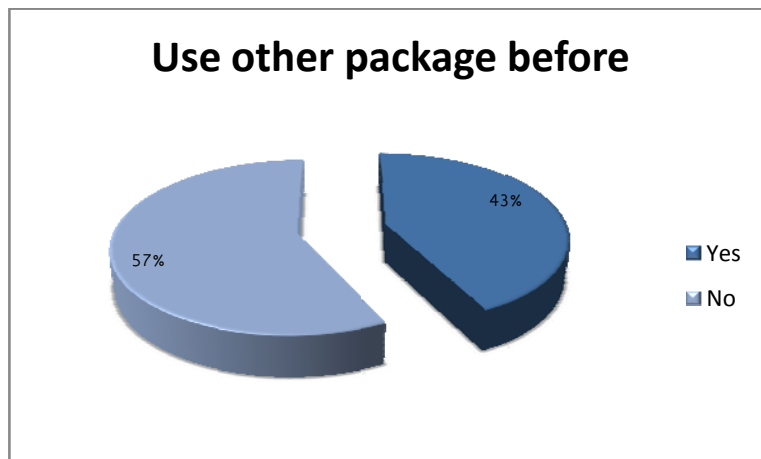|	Frequency	(%)
P1	16	11
P7	35	23
P9	27	18
P10	21	14
P11	12	8
Other(p2,p6..)	39	26

Interpretation: here from the table it can be seen that in case of small screen p7 is using more by the subscribers which is 23% the highest, then comes p9 which is 18% .among the 150 sample 26% subscribers are using the other package which is basically for the pc or laptop with modem. Again here the percentage is disappointedly low in case of big screen.
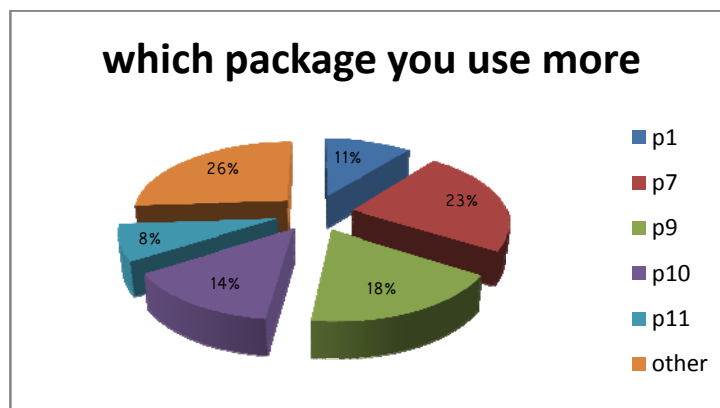
✦ Did you use any package last time?

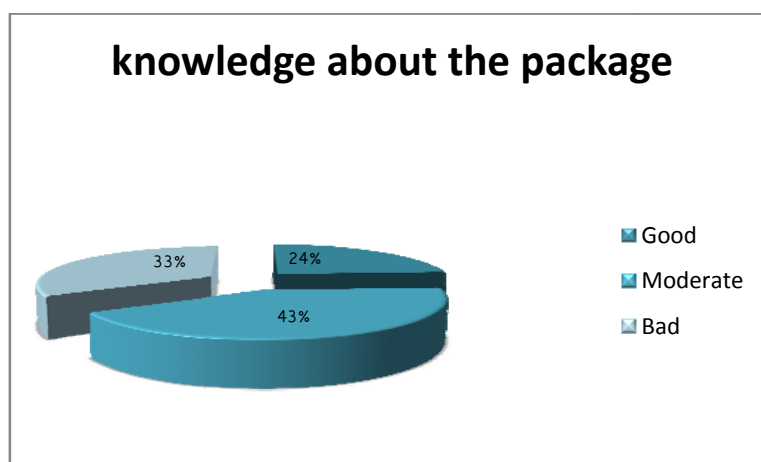|	Frequency	%
Yes	64	43%
No	86	57%

Interpretation: Here from the table it can be seen that among 150 subscribers, 64 already switch from their previous packages. And they frequently switch from one package to another. This is because they are not fully satisfied with their current packages. That why they always try some now to find out the right one.57% subscribers doesn't change the package they use. They are satisfied with the packages.

Use other package before

43% Yes
57% No

🐦 **Knowledge about the package you are using –Tariff and validity?**

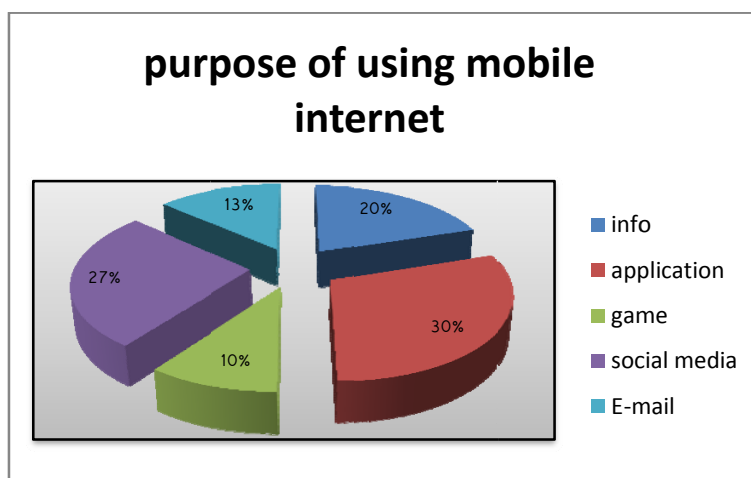|	Frequency	Percentage
Good	36	24%
Moderate	64	43%
bad	50	33%

Interpretation: Here 24% subscribers know clearly about the package. They know both the tariff and the validity. 64 subscribers that are 43% subscribers know only one between this two. Some knows tariff, and some are just aware about validity. 33% subscribers doesn't aware about the package that much. They don't know about the package clearly. they are either initial staged subscribers or unaware subscribers.

knowledge about the package

33% 24% Good
43% Moderate
Bad

What is the main purpose of using mobile internet?

	Frequency	(%)
Info	30	20
Application	45	30
Game	15	10
Social media	40	27
E-mail	20	13

Interpretation: Here from the table it can be seen that 30% subscribers are using gp internet in purpose of application, 27% subscriber are using social media that is facebook, twitter. Then for information users of gp internet is 20%.So it can be said for small screen subscribers are mostly using gp internet for facebooking, downloading, information searching.


How do you come to know about this information first time?

	Frequency	Percentage
o **News Paper ad**	21	14%
o **GP website**	18	12%
o **Friends and family**	42	24%
o **SMS from GP**	36	28%
	9	6%

|		
o **Flexi Retailer**		
o **USSD promotion**	24	16%

Interpretation: here it's very clear that a huge number of subscribers are getting influenced from their friends and family or the relatives. So a positive WOM is very important. Beside this about 28% subscribers got to know from gp SMS, 14% come to know from news papers.
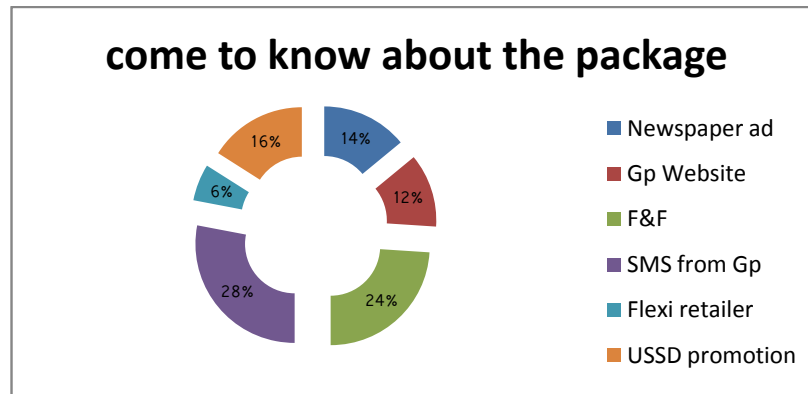
What do you opt if you face any challenge related to GP internet?

|	Frequency	Percentage
121	56	38%
Gpc/ gpcf	36	24%
Self	23	10%
Help from F&F	35	23%

Interpretation: Maximum no of subscribers that is 38% subscribers take help from hotline that is 121. Then come gpc/gpcf with 24%. Around 23% subscribers take help from F&F. so it can be said that 121 is providing a satisfactory survices.
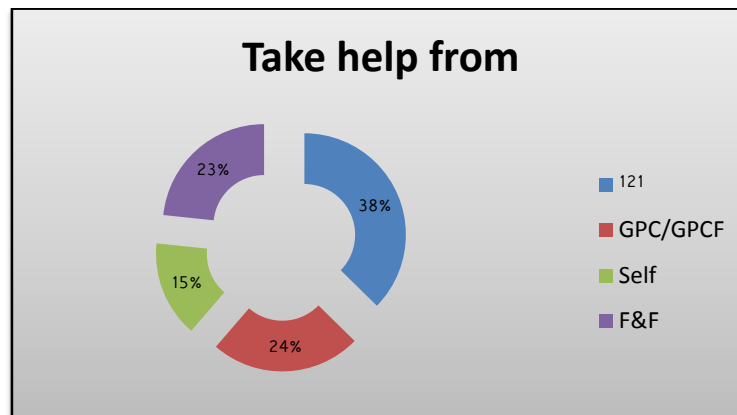
You get the customer manager quickly to solve your problem?

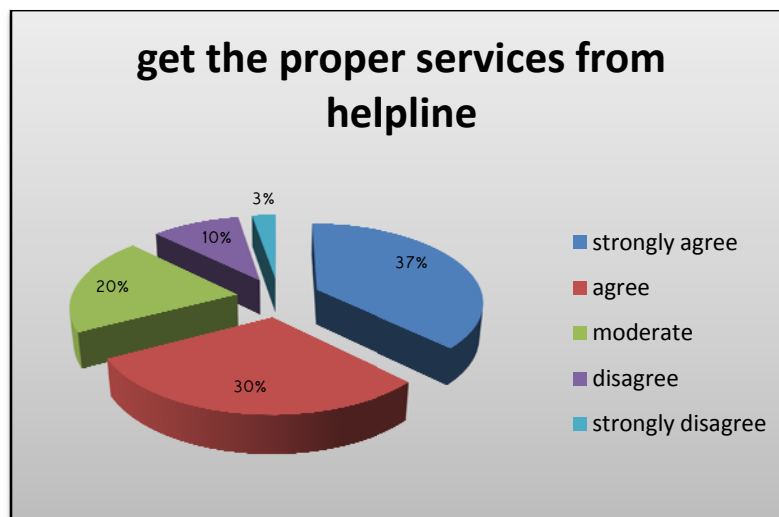|	Frequency	(%)
Strongly agree	37	25
agree	48	32
Moderate	36	24
Disagree	21	14
Strongly disagree	8	5

Interpretation: Here from the table we can see that most of the people are overall satisfied with the customer managers. As the percentage of strongly agree is 25%, agree 32% & moderate is 24%. Very few are disagree that they don't get the service quickly. So it can be said that customer managers are efficient enough to fulfill the customers' desire.
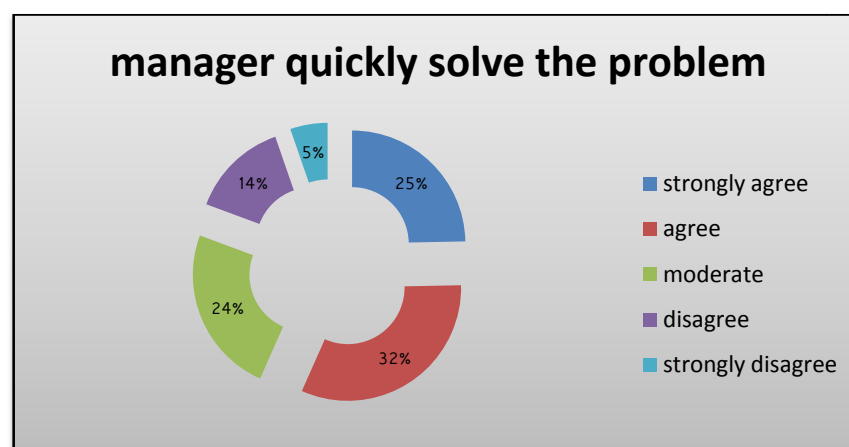
When you call to GP helpline you always get the proper services?

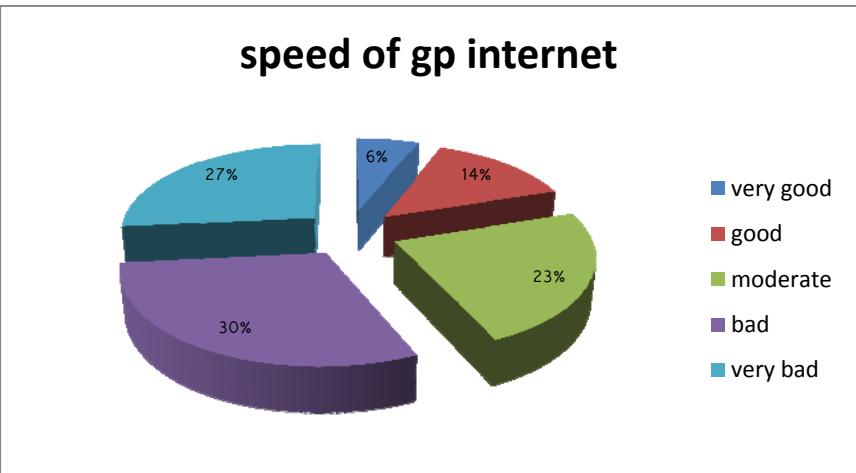|	Frequency	(%)
Strongly agree	56	37
agree	45	30
Moderate	30	20
Disagree	15	10
Strongly disagree	4	3

Interpretation: here from the table we get to see that 37% people strongly agreed that they always get proper services from helpline.30% agreed, moderate is 20%. Around 13% people are not that satisfied with the helpline. So customers are becoming satisfied with the proper services by hot line. But subscribers with having dissatisfaction also have some valid reason undoubtedly.

What is your experience about gp speed?

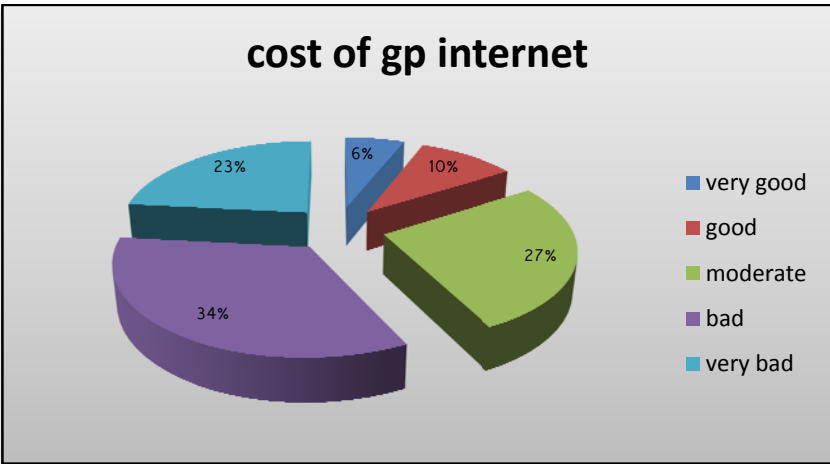|	Frequency	(%)
Very good	10	6
Good	20	14
Moderate	35	23
Bad	45	30
Very bad	40	27

Interpretation: here from the table it's very clear that subscribers are very disappointed with the gp internet speed. 27% subscribers' opinion is very bad, 30% bad. Percentage of having a moderate opinion is 23%. Here in case of small screen subscribers are quite satisfied but in case of using gp modem most of the subscribers are not quite satisfied

speed of gp internet

How would you rate your experience in case of the cost of the gp internet?

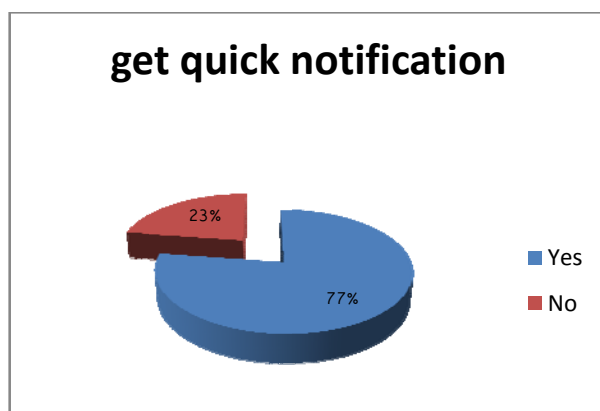|	Frequency	(%)
Very good	9	6
Good	15	10
Moderate	40	27
Bad	51	34
Very bad	35	23

Interpretation: here from the table its quite clear that customers are not that satisfied with the cost of the gp. 34% subscribers experience is bad the highest percentage showing in the table. only 6% come up with the answer very good and 10% said good.

cost of gp internet

Do you get quick notification when a new service/package launch?

	Frequency	%
Yes	116	77%
No	34	23%

Interpretation: Here we can see that 77% subscribers say YES that they get a very quick notification when a new package or services come to the market. And 23% subscriber said NO. so it can be said that in case of sending quick notification about any internet package gp is doing quite good because maximum subscribers are getting a very quick notification. It could be happened through SMS from gp, USSD promotion, website, newspaper ad, or TVC.


Dose the massage or notification related internet services are good enough to understand?

	Frequency	%
Yes	126	84
No	24	16

Interpretation: Here it can be that the massages or notifications are good enough to understand, but some are facing a bit problem in case of auto renewal notification while discussing with the subscribers for the survey comes to know about it.

massages are good enough to understand

16% no
84% yes
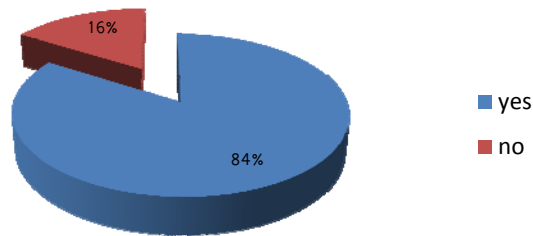
Different internet packages offered by GrameenPhone match with your preference?

	Frequency	(%)
Very good	19	13
Good	32	21
Moderate	55	37
Bad	27	18
Very bad	17	11

Interpretation: here from the table It can be said that subscribers are not that much satisfied with the current internet survices.13% said the packages are very good, 21% said good,37% moderate. 18% opinion is bad and 11% said very badly. So here maximum subscribers moderately satisfied.

different internet package offered by the match with the prefference

11% 13%
18% 21%
37%

very good
good
moderate
bad
very bad
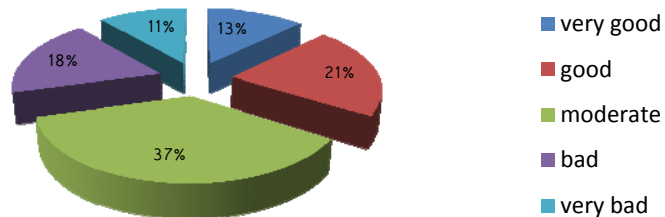
How would you rate the overall experience of using GP Internet Service?

	Frequency	(%)
Very good	14	9
Good	41	27
Moderate	55	37
Bad	30	20
Very bad	10	7

Interpretation: from the table it comes to realization that the subscribers overall experience is moderate in case of having gp internet and the percentage is 37%. 27% said it good. 9% subscribers' opinion is very good. Around 27% subscribers experience is bad.

Here while conducting the survey I come to know that in case of small screen customers are more satisfied than the modem.

overall experience of Gp internet

- very good — 9%
- good — 27%
- moderate — 37%
- bad — 20%
- very bad — 7%
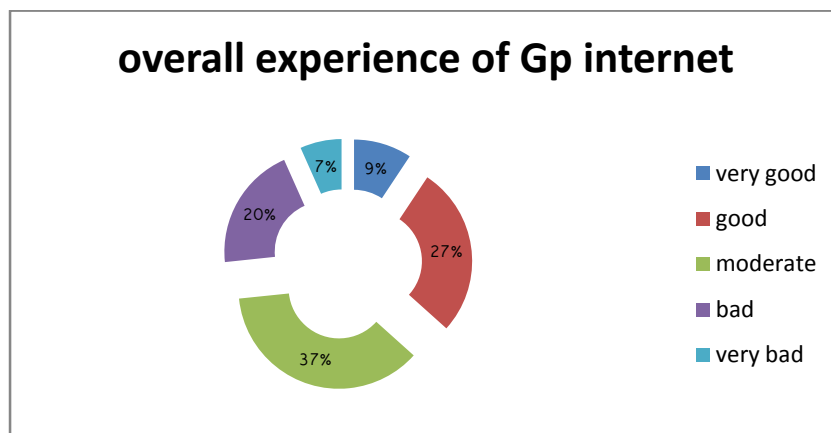
Chapter-6

6.1. Recommendation

- The volume of package of p7 (volume-15 MB, validity 15 days) is getting finished earlier than before. So the organization should verify whether the subscribers are right or not or it should find out what is the reason behind this kind of feedback.
- Validity of p9 (99 MB for 15 days) should increase.
- It should come up with some more packages with a volume of 7-10 MB
- The auto renewal massage should be a bit easy to understand.
- After 12 am the subscribers are not getting their services properly from the customer services managers. So the organization should take initial step on it. If the customer services managers are not available then they should make it know to the customers by sending any massage or notification instead of make the customers waiting for a long time.
- The customer services managers should not make the subscribers waiting for a long time while subscribers are eagerly waiting to have information or solve their problem regarding any services.
- Cost of the packages should be reduced.
- They should work on the speed & network.
- Sometimes different package or offer take a long time than the required time limit to get active because of different technical problems, in that case Grameenphone should leave a short massage previously to reduce the hassle of the subscribers.

6.2. Conclusion

Grameenphone is the leading company we have already come to know it. They are grabing the maximum market share in the telecom industry in bangldesh. Gp internet is a major sector of this operator. The organization is investing a huge amount of investment. In case of small screen that is mobile screen gp internet is providing a good services but in case of modem the service is a bit disappointing. The services should be balanced for the both case as the company has some strong competitors in the marlet. It should focus a bit in this sector. Otherwise there is a little bit of probability to hamper the brand image of Grameenphone.

6.3. References

- http://www.grameenphone.com/business/internet/internet-packages

- http://www.grameenphone.com/products-and-services/internet

- http://www.grameenphone.com/about-us/corporate-information

- Annual report of Grameenphone 2009,2010,2011.

- http://bmoninfo.wordpress.com

Appendix

Questionnaire

- Through which media you use Gp internet more?

    a. mobile screen
    b. Modem with PC/Laptop

- Which Package you use more (for small screen)?
    - P-1 (Pre-paid)
    - P7-15 MB with 15 day validity
    - P-9
    - P-10
    - P-11
    - Other Package

- Which Package you use more (for pc/laptop)?

- Did you use any package last time, and why?
    - Yes-why?
    - No

- Knowledge about the package you are using –Tariff and validity?
    - Yes
    - no

- What is the main purpose of using mobile internet?
    a. Info
    b. Application
    c. Game
    d. Social media
    e. E-mail

- How do you came to know about this information first time?
    a. News Paper add
    b. GP website
    c. Friends and family
    d. SMS from GP
    e. Flexi Retailer

      f.   USSD promotion

- Reason behind opting this package?
  - Volume
  - Validity
  - Cost
  - Other (positive WOM from F&F)

- What you use frequently?
  - Voice
  - data?

- Where (which place) do you use internet?
  - Office
  - Home
  - Educational Institution
  - Travelling
  - others

- What do you opt if you face any challeng realted to GP internet?
  - 121
  - gpc/gpcf
  - Self
  - help from F&F

- Do you get the customer manager quickly to solve your problem?
  - Yes
  - No

- When you call to GP helpline you always get the proper services service?

  - Yes

  - No

- Do you get quick notification when a new service/package launch?
  - Yes
  - No

- Dose the massage or motification is good enough to understand?
- Yes

- No

- Different internet packages offered by GrameenPhone match with your preference?
  - Very good
  - Good
  - Moderate
  - Bad
  - Very bad

- How you feel about the cost of Gp internet package?
  - Very good
  - Good
  - Moderate
  - Bad
  - Very bad

- Based on this experience how likely would you recommend GP Internet service to your friends/ family member?(1-5)

- How would you rate the overall experience of using GP Internet Service?
  - Very good
  - Good
  - Moderate
  - Bad
  - Very bad