

Perception of Grameenphone

Submitted

To

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Submitted

By

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Dear Sir,

Here is the report that you have assigned me as a partial fulfillment of my undergraduate program.

I have prepared my internship report on "**Perception of Grameenphone in the mind of its customers**" which I am submitting along with this letter. It was an energizing experience throughout the semester and preparing this report further enhanced my insight about how corporate level activities are being done. I have also encountered real life experience and situations which I have learnt throughout my BBA program.

The report is aimed to give an overview of the research based findings on how well is Grameenphone communicating with its customers.

I hope that the analysis that I have carried out is up to your expectations. It has been an insightful experience for me and I tried my best to follow the tenets of Internship report.

Sincerely yours,



Nadia Khan

ACKNOWLEDGEMENT

I begin with the name of Almighty Allah. It is a great pleasure to express my gratitude and deepest regards to my honorable faculty supervisor and guide, **Mr. Ali Salman**, BBA Program Coordinator, BRAC University, Dhaka. for allowing me to work under him on such topic and for his heartiest effort to enrich my knowledge during this study period.

I have to pay respect and gratitude to **Mr. Sayed Talat Kamal**, Deputy General Manager, Public Relation, Grameenphone, Dhaka, for his kind suggestions and guidelines to conduct the study and complete the course as well, who in spite of his busy preoccupation, guided me and affectionately advised me. His wholehearted cooperation made this study a success.

I must express gratitude to **Mr. Shawkat Imam**, Manager, Grameenphone, Dhaka, for his kind co-operation and valuable suggestions during my working period in this department.

Finally, all thanks and praises goes to Almighty Allah, the most beneficent, the most merciful, who gave me courage and patience to carry out this extensive and complex work.



Nadia Khan

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Executive Summary

The study is done as an internship requirement of IBA. *Grameenphone* Ltd. has already crossed the twenty million subscribers as of June 2008. A lot of debate has risen regarding the communication message of the brand. The debate is intense all over the country and especially in Dhaka.

With the big quest whether marketing communication of *Grameenphone* has successfully communicated the right messages to the target group the study has started to delve into the company documentation as secondary source and interviewing the customers as the primary source.

"Perception of Grameenphone in the minds of its customers" is a research based report on how effectively is Grameenphone (GP) communicating with its customers. Due to massive competition in the mobile industry, it has become absolute obligatory to create a distinction between Grameenphone and its competitors' position. This project is undertaken to find out the satisfaction level of GP customers and the perception that they hold about the brand. One of the ways to explore the answer of the question is through primary research. Through this report, I have tried to compile the concept of with a few specific objectives like finding out the awareness-interest-preference-trial-loyalty level of target group But my key focal point is to find out the perception of Grameenphone in the mind of its customers. It is very apparent that the growing competition has affected Grameenphone's market share tremendously over the past few years, hence from time to time it is mandatory to find out the position of the company in people's mind. The main objective of the report is to study the effectiveness of Communications Division of Grameenphone and the perception of Grameenphone in the mind of its customers. My scope for this report is limited within the department of Public Relation as I was affiliated with this department for three months. I have carried out quantitative research to measure the correlation between publicity of GP and the awareness level of the customers. I have used Systematic Random Sampling for choosing my sample and have produced structured questionnaire for the survey. The strengths of the quantitative paradigm are that its methods produce quantifiable and reliable data that are usually generalized to some larger population. This provides a more specific analysis of the possible associations, and potentially determines more accurately which possible causes are directly related to the effect being studied. But my limitation was I could not cover all the aspect of the project because of the accessibility and confidentiality. Moreover, there were still quite a number of factors associated with the project which did not allow me to do an in depth analysis of the

project. The privacy policy of Grameenphone restricted me to incorporate a lot of information in this report. The project would help the PR team to develop and alter strategies which would bring in positive results for the company. Despite having limitations in the project I still have managed to dig in the result of the project and have also incorporated my recommendations. The fulfillment of the project would ultimately lead Grameenphone to discover their brand position in the mind of the customers and their potential growth in the upcoming future.

Chapter 1

The Organization

Chapter 1: The Organization

1.1 Introduction

Bangladesh is a huge market for the telecommunication business. There are six major mobile companies that are currently operating its business in Bangladesh. Grameenphone is the leading telecommunication company of Bangladesh. Today Grameenphone has 20 million subscriber among them they have a large number of corporate houses. In order to compete in the strongly competitive market the mobile companies have to use appropriate communication tools to attract the potential target group and to create a strong value of the organization. I have tried to compile the perception that the customers of Grameenphone hold in their minds. A primary research was carried on "The perception of Grameenphone in the minds of its customers". Grameenphone Ltd. is one of the legends in this telecommunication sector of Bangladesh through their services to the customers.

1.2 Origin of the Report

This is my final report to earn a grade on my internship program, BUS400. While preparing this report I had the experience of coming in contact with a business firm in reality. The purpose behind this was to make us acquainted with the insides of a business firm. The report is a compulsory one to earn a Bachelor Degree in Business Administration. The report was approved by my academic advisor **Ali Salman** with a view to increase my practical knowledge about jobs and working places. In order to fulfill this purpose I carried out a primary research on "**Perception of Grameenphone in the minds of its customers**".

1.3 History

GrameenPhone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications on November 28, 1996. The Company launched its service on March 26, 1997, the Independence Day of Bangladesh.

In 1996, Bangladesh was preparing to auction off private cell phone licenses to four companies. So at the behest of Dr. Muhammad Yunus (Grameen Bank's founder) but completely independent of Grameen Bank, a *not-for-profit* private company called Grameen Telecom was created. Grameen Telecom, in turn, created a *for-profit* company called GrameenPhone, found a foreign partner, and put in a bid; GrameenPhone received one of the four licenses. GrameenPhone's total capitalization was US\$120,000,000, including

around US\$50 million from IFC/CDC, and the Asian Development Bank (ADB). It also received US\$60 million in equity from the four GrameenPhone private partners. These were the Norwegian Telenor with a 51% share, Marubeni of Japan with a 9.5% share, and the American Gonophone at 4.5%. GrameenPhone's fourth partner is Grameen Telecom (with 35%), and Grameen Telecom borrowed US\$10.6 million from the Open Society Institute to set up Village Phone.

GrameenPhone launched service in urban Dhaka on March 26, 1997. It 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 GrameenPhone 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, "GrameenPhone is merely what we need to do Grameen Telecom's Village Phone."

Three important and interesting structural aspects of operation on the largest scale are:

First, that the not-for-profit Grameen Telecom actually owns the for-profit GrameenPhone. The reason for this structure is that Grameen wants Grameen bank members-- impoverished women who borrow from Grameen Bank-- to become owners of the profit-making GrameenPhone.

Second, once GP becomes profitable, GT will sell its GP shares to GB members.

Third is an understanding-- not made explicit in any legally binding contract but arrived at in the shareholders' agreement-- that after 6 years of GP operation, Telenor and GT will actually switch ownership positions: Grameen Telecom will sell its 35% share to Telenor and Telenor will sell its 51% share to Grameen Telecom, which will thus become the dominant partner and true manager of the system. GrameenPhone is thus an unofficial, non-traditional form of Build, Operate, and Transfer.

"GrameenPhone" might have been born in Bangladesh, but soon it is likely to join the international cellular jargon. GSM MoU Association at GSM World Congress in Cannes where many villagers made their first-ever call using pre-paid, recently rewarded rural cellular marketing, by Vodaphone in South Africa. "GrameenPhone," the unique cellular operator from Bangladesh, also made an impressive presentation at Cannes.

Founding Partners of GrameenPhone

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.

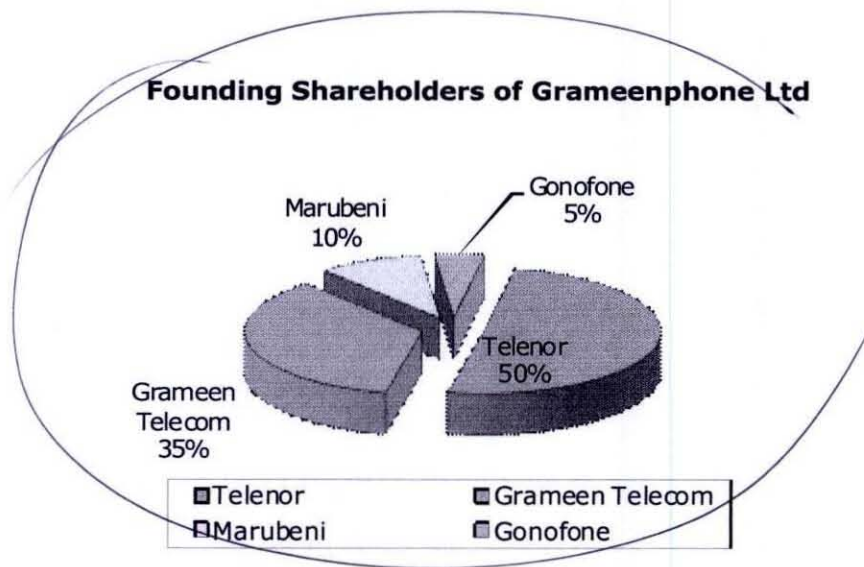
Marubeni Corporation – A leading investment and trading company from Japan.

Gonofone Development Corporation – A New York-based telecommunication development company having investments in many companies in USA, Russia and other parts of Europe.

These four companies owned shares of GrameenPhone in the following manner:

Founding Shareholders

Telenor	51.0
Grameen Telecom	35.0
Marubeni Corporation	9.5
Gonofone	4.5



Shareholders of Grameenphone

The shareholders of GrameenPhone contribute their unique, in-depth experience in both telecommunications and development.

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.

Telenor Mobile Communications AS

Telenor AS is the leading Telecommunications Company of Norway listed in the Oslo and NASDAQ Stock Exchanges. It owns 62% shares of GrameenPhone Ltd. Telenor has played a pioneering role in development of cellular communications. It has substantial international operations in mobile telephony, satellite operations and pay Television services. In addition to Norway and Bangladesh, Telenor owns GSM companies in Denmark, Austria, Hungary, Russia, Ukraine, Montenegro, Thailand and Malaysia. It has recently started a mobile phone operation in Pakistan.

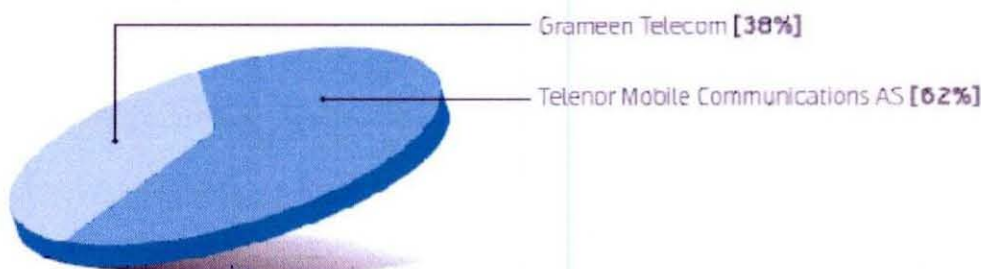
Telenor uses the expertise it has gained in its home and international markets for the development of emerging markets like Bangladesh.

Grameen Telecom

Grameen Telecom, which owns 38% of the shares of Grameenphone, is a not-for-profit company and works in close collaboration with Grameen Bank. The internationally reputed bank for the poor, has the most extensive rural banking network and expertise in microfinance. It understands the economic needs of the rural population, in particular the women from the poorest households. Grameen Telecom, with the help of Grameen Bank, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers. Grameen Telecom trains the operators, supplies them with handsets and handles all service-related issues. Grameen Bank currently covers more than 51,000 villages which are serviced by 1326 bank branches (December '04) all over the countryside. At the end of the year, the bank had 3.78 million borrowers, 95 percent of whom were women.

Grameen Telecom's objectives are to provide easy access to GSM cellular services in rural Bangladesh, creating new opportunities for income generation through self-employment by providing villagers with access to modern information and communication based technologies.

Share Structure of Grameenphone



Grameenphone Limited:

Grameenphone Ltd. is the largest telecommunications service provider in Bangladesh, received its operating license in November 1996 and started its service from March 26, 1997, the Independence Day of Bangladesh. Now, after 11 years of successful operations, grameenphone is the largest mobile phone operator in Bangladesh, with more than 20 million subscribers as of June 2008. Grameenphone provides services to rural and urban customers across Bangladesh, where mobile telephony is acknowledged as a significant

driver of socio-economic development, both for individuals and the nation. It is partly owned by Telenor (62%) and Grameen Telecom (38%).

The company has so far invested more than BDT 10,700 crore (USD 1.6 billion) to build the network infrastructure since its inception in 1997. It has invested over BDT 3,100 crore (USD 450 million) during the first three quarters of 2007 while BDT 2,100 crore (USD 310 million) was invested in 2006 alone. Grameenphone is also one of the largest tax payers in the country, having contributed nearly BDT 7,000 Crore in direct and indirect taxes to the Government Exchequer over the years. Of this amount over BDT 2,000 crore was paid 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. Presently nearly 98% of the country's population is within the coverage area of the grameenphone network.

Grameenphone was also the first operator to introduce the pre-paid service in September 1999. It established the first 24hour call center, introduced value added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services.

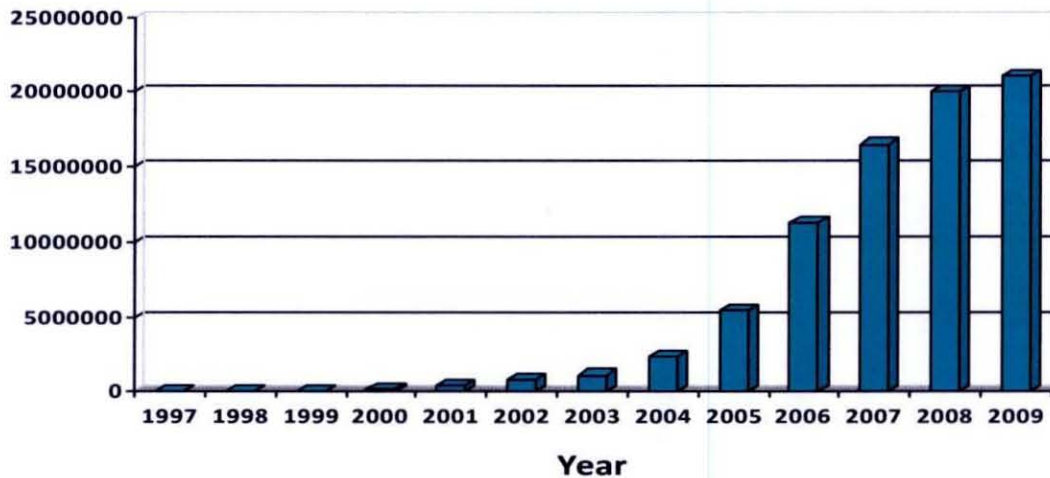
The entire grameenphone network is EDGE/GPRS enabled, allowing access to high speed internet and data services from anywhere within the coverage area. There are currently nearly 3 million EDGE/GPRS users in the grameenphone Network.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. The following table shows the total number of customers at the end of each year:

Number Of Subscriber Each Year

Year	Number of Customers
1997	18,000
1998	30,000
1999	60,000
2000	193,000
2001	471,000
2002	775,000
2003	1.16 million
2004	2.4 million
2005	5.5 million
2006	11.3 million
2007	16.5 million
2008	20 million
2009 (Till March)	21.05 million

Illustration of total subscriber annually



Grameenphone has played a leading role in increasing the country's tele-penetration rate from less than one percent in 1997 to over 27 percent as of May 2008. In a report on Economic Impact of Mobile Communications in Bangladesh, Deloitte Consulting, UK states that "Mobile services have contributed to overall telephony penetration and have helped to bridge the communication gap between rural and urban areas. In addition, by providing a universal and reliable telephony services, mobile services have promoted economic development and direct investment in the country. Bangladesh's mobile sector is estimated to have contributed BDT 260,000 million to the economy in 2007, representing 6.2% of GDP. This was an increase of 4.1% on 2004."

Grameenphone has been able to maintain its leadership position in the industry by both continuing to deliver innovative and relevant products and services to its customers, and providing a quality network with the widest coverage. It has also built the largest fiber optic cable network in the country.

The entire GP network is EDGE/GPRS enabled, allowing its customers access to high-speed Internet services from anywhere within its network. It was the first operator to introduce the prepaid service and the international roaming service in 1999, the WAP service in 2000, EDGE service in 2005, launched the youth brand djuice also in 2005, Business Solutions for

the business segment in 2006 and Blackberry solutions in January 2008 among many others.

The company also created employment opportunities for a large number of people. In addition to its 5000 employees, grameenphone has generated another 150,000 or so jobs through its vendors, suppliers, contractors, retailers and other business partners. As a socially responsible company, grameenphone has put into practice an international standard Corporate Governance structure along with a set of Codes of Conduct for all employees, to ensure compliance and transparency in all its activities.

1.3 Product/service offerings

Grameenphone Ltd. the leading telecommunications service provider in Bangladesh and has its foot print in the entire province of the country. Grameenphone received its operating license in November 1996 and started its service from March 26, 1997, the Independence Day of Bangladesh. Now, after 12 years of successful operations, Grameenphone has successfully accomplished to become the largest integrated communications service provider with more than 20 million subscribers as of June 2008.

Grameenphone since its inception has been at the forefront of technology and has steered the course of the telecom sector in the country with its world class products and services. The product categories are divided into four segments, Consumer (Prepaid and Postpaid), Business (Business Solutions), Youth (djuice) and Emerging (GP Public Phone and Village Phone).

Grameenphone's SMILE Prepaid brings the world of limitless possibilities. The service helps to give, words to every feeling, an expression to every emotion. SMILE subscribers enjoy flat tariff to call any operator and get to talk to three FnF numbers at a competitive rate. It has the widest recharge options, FlexiLoad/Scratch Card/Balance Transfer, and its simple recharge saves from the hassles of rental and deposits, allowing refilling from Tk. 10 to Tk. 1000. In addition to all that, prepaid customers can enjoy international roaming facility and internet service from their mobile phones.

Life becomes more simple with Grameenphone Xplore Postpaid. It gives unlimited freedom to reach out to people in a special way. In addition to the above facilities, the postpaid service provides 6-12% discount on monthly bill with Thank You bonus. The connection allows activating internet from mobile handset with pre-activated EDGE.

Djuice allows subscribers to connect with more than 3.2 million djuice friends at a special flat rate. Djuice customers enjoy widest collection of value added services including the lifestyle benefit called 'xtra-khatir'. In addition to the above, all djuice subscribers receive other facilities enjoyed by prepaid and postpaid customers.

Business Solutions is a complete, quality business communications service from Grameenphone – designed especially for the business community in Bangladesh. Business Solution comes with a special service called 'Closed User Group' (CUG), which allows an organization to communicate within its members at a special low rate. Grameenphone recognizes the accessibility need of people, and hence the International Roaming facility allows keeping in touch with the business partners, friends and loved ones through the extensive coverage of more than 340 roaming partners in 120 destinations worldwide. Grameenphone ensures best coverage wherever the subscribers go. Nevertheless to mention, the Business Solution comes with an unlimited access to internet, be it home, office or car. Lastly, GP's business solution offers its high-end customers with a premium quality handset, Blackberry. It uses over the- air technology so there is no need to manually synchronize the messaging activity of the subscriber. Also, special rates are offered to the clients under 'Volume Incentive Discount' (VID). The discount amount is calculated using a two fold matrix where company airtime usage is considered first and based on this, discount is also given to the individual accounts of the respective company.

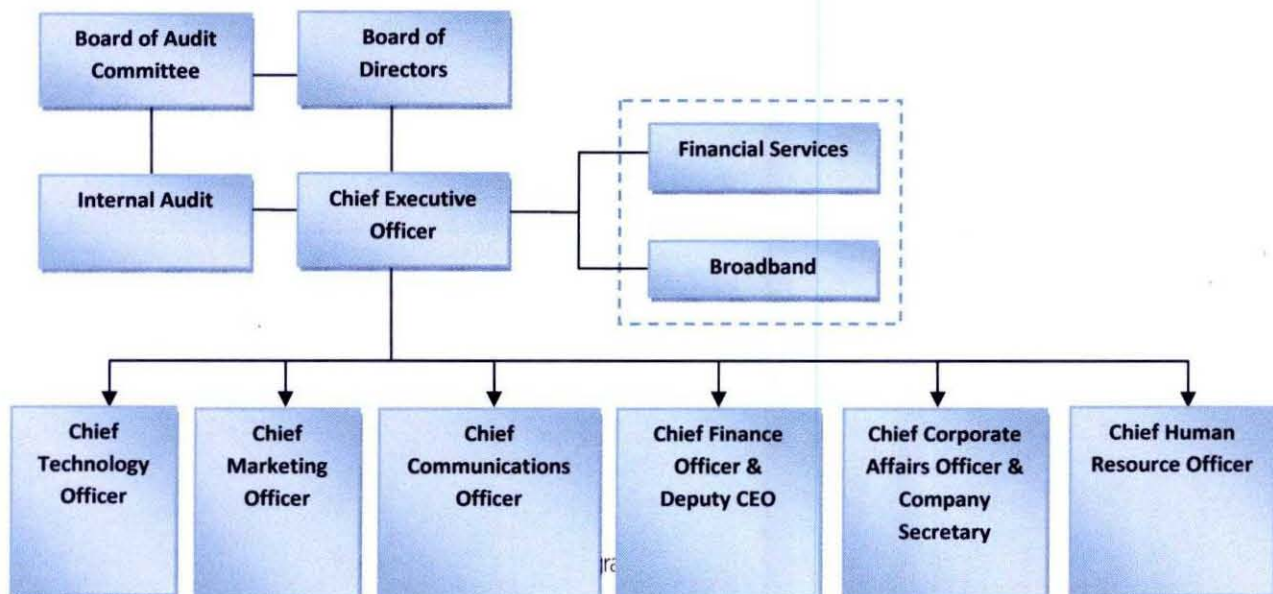
The fourth segment comes with Village Phone and GP Public Phone. The internationally acclaimed Village Phone Program with the help of Village Phone operators is providing telecommunication services in over 85,000 villages and 61 districts of the country. Started since the inception of Grameenphone in March 1997, the Village Phone Program is a unique initiative to provide telecommunication facilities in remote, rural areas all over Bangladesh. The Village Phone is a shared access model which links the telecommunications sector with the microfinance sector to enable microfinance clients specially women to borrow the money needed to establish Village Phone business in rural areas. The Village Phones have proven their immense potential in boosting income of poor households in rural areas, promoting health care, development of agri-business and in the social empowerment of rural women. All Village Phones are converted into prepaid for more convenience of the subscribers. The Village Phone Program has also been replicated in a number of countries including Uganda and Rwanda in Africa.

The businesses at Grameenphone have been structured into three individual strategic business units (SBU's) - Voice Services, Messaging Services and VAS, Internet and Data Services. The voice service business provides high quality, reliable and professional voice communication services allowing people to communicate locally and internationally across 55 countries through 012 connectivity. The service provides special rates within specific community and specific GP numbers. In addition to that, there is a special feature called 'Pay 4 Me', which allows the subscriber at the receiving end to pay for the call.

On the other hand, the Messaging Services business offers people to communicate in much efficient and cost-effective way. This ensures proper and efficient use of information. The service allows users to send Voice SMS anywhere within the country, where as Text SMS can be sent anywhere in the country as well as abroad. Another special wing that has been added to the Messaging Service called the Multi Media Service, which allows users to share pictures, animation, music, video clips and text messages with others. There is also a feature called News Push, where news headlines can be pushed to subscribers through SMS.

The Internet and Data Service allows users to access internet from their handsets through GP's EDGE network, while mobile data service allows transfer/share data over mobile network, access remote servers, access Internet from PC. An additional feature called the Mobile Fax allows sending and receiving SMS through any remote fax machine using any mobile phone.

1.4 Operational Network Diagram



1.5 Vision, Mission, Objectives, Strategy

Mission of the Company includes:

SATS: Simplicity, Attractiveness, Trustworthiness, Service quality.

Vision of Grameenphone:

“We are here to help”

The vision will be achieved by

- Connecting Bangladesh with ease and care
- Being user-friendly
- Providing value for money
- Providing simple and timely connections
- Having a right and understandable process

Company Mission:

- Knowing customer expectations
- Knowing us
- Organizing us

Values:

- Make it easy
- Keep promises
- Be inspiring
- Be respectful

Company Objectives

The Company has devised its strategies so that it earns healthy returns for its shareholders and at the same time, contributes to genuine development of the country. In short, it pursues a dual strategy of good business and good development.

Company Strategy

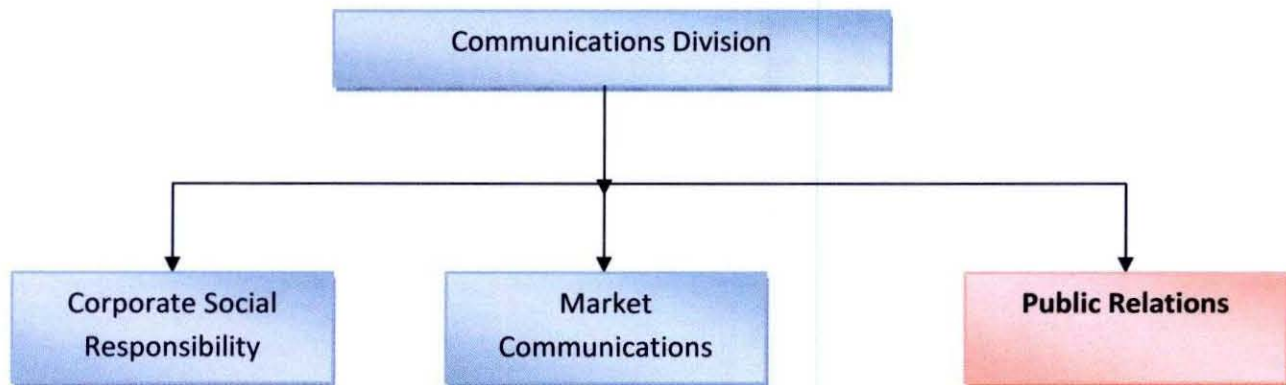
Grameenphone's basic strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links. Grameenphone builds continuous coverage, cell after cell. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout Grameenphone's network.

Chapter 2

The Job

2.1 Description/ nature of the job

Grameenphone's Information Department falls under the Communications Division after a recent restructuring of the company's departments. Under this division there are three departments, Public Relation, Market Communication and Corporate Social Responsibility.



Corporate Social Responsibility (CSR) Department

As a responsible citizen Grameenphone believes development and business are not mutually exclusive. They believe they are not isolated or immune from the challenges that society faces and can only move forward by growing along with the nation. The CSR department of Grameenphone believes that they have important contributions to make to ensure the continued growth and development of Bangladesh. Through the commercial presence and corporate social initiatives, Grameenphone aims in reaching the development targets set for the country. They have consolidated their social investment initiatives in four core areas related to the Millennium Development Goals namely,

- Poverty alleviation,
- Healthcare,
- Empowerment
- Education.

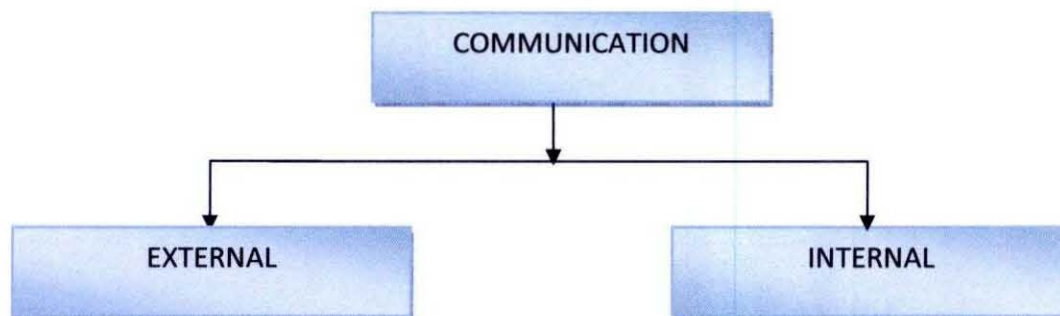
Market Communications Department

The core activity of Grameenphone is getting the brand to the public and to enhance the brand value in people's mind. It is the job of the Market Communication to take GP to the customers, stakeholders, shareholders and the Government. There are five Core Teams working under Market Communication to achieve the goal of the this department.

- **Brand:** The core activity of this team is to formulate strategies on how effectively they can promote GP to its customers, stakeholders, shareholders, and Government. This team comes up with the yearly plan with the goals and strategies that comply with the company's missions statement.
- **Media:** This team consists of people who create, design, and publish advertisements on websites, newspapers, bill boards, leaflets, banners etc. This team takes care of all the Above the Line promotional activities related to Grameenphone.
- **Sponsorship and Events:** The core activity of the brand is to monitor all the Below the Line advertisements that are directly related to the customers.
- **Out of Home:** This team takes care of all the billboards of Grameenphone in Bangladesh. These people are also responsible for all the out door activities such as beautification of the roads.
- **Office Support:** This team is responsible for vendor supplying and logistical support for the department.

Public Relations Department

Due to massive competition in the telecommunication industry, all the telecom companies have to create a strong presence in the minds of its customers to sustain the highly competitive market. The Public Relations department is responsible for communicating the right message to the customers, shareholders, stakeholders, employees, media, government, investors, civil society, general public. Grameenphone tries to create the perception that GP is here to help, GP keeps promises, GP is inspiring, GP is respectful. Two types of communication tools are used to communicate with the target audience, External Communication and Internal Communication.



External Communication: This is between all persons and organizations outside GP. This includes, but certainly not limited to, the media, GP subscribers, technicians and engineers, telecom experts and commentators, economists, relevant governmental ministries and bureaucrats, vendors, international observers, and local & regional competitors. The information available is 'open' and has no tangible business value other than that the information may ultimately benefit the company, the stakeholders or the shareholders by its dissemination. External tools used by Grameenphone are Seminars/Workshops, Story Generation, Special Training and External Stakeholder Engagement.

Internal Communication: This is for people both within the company and outside the company who are GP partners – i.e. directly linked or associated with the company. Information may be of a certain degree of confidentiality and ideally should be solely for 'internal' consumption but have no tangible business value to competitors if exposed. Information here will generally be labeled 'internal' and thus provides the recipient a sense of 'one-ness' or 'belonging' with the company. Ideally information provided through this medium will be more interactive by nature and generate some sort of response (emotional or material) from the reader. The internal communication tools that are used in Grameenphone are Website, Press Release, Newsletters, Annual Report, Department Publications (for instance CSR brochures etc.), Inside GP and @ Work (At Work). Inside GP is an internal website only for GP employees to see the current activity in a news form. @ work is just a similar but the audience includes all the Telenor employees around the world.

2.2 Specific Responsibilities of the job

The Job

I joined Grameenphone as an Intern on the 1st of February, 2009 under the following terms and conditions:

- **Work Location:** Information Department, Managing Director Division, Grameenphone Dhaka Office.
- **Time Period:** The contract was in effect from February 1st, 2009 until April 30th, 2009.
- **Allowance:** No Internship allowance was paid during this period.
- **Work Hours:** I had to work from 8 am – 5 pm, 5 days a week, and whenever it was required I had to work extra hours.
- **Supervisor:** I worked under the supervision of **Sayed Talat Kamal**, Deputy General Manager, Information Department, Managing Director Division.
- **Duties & Responsibilities:** I was assigned to carry out a number of tasks and to work on a project which was to find out the daily media clippings of GP and its competitors.

As I have mentioned earlier that I was handed with the responsibility of some specific tasks and also worked on a project to determine the daily media clippings of GP and its competitors. This determined the current activities of GP and its competitors and helped to compare and determine GP's status with its competitors. The specific responsibilities that I had are the followings:

- Sort out the news from 22 daily Bengali and English newspapers regarding GP news, broadband services, ICT(Information and Communication Technology), BTRC, Competitor's news, Stock Updates, Telecommunication Industry News, International Organization news. I had to submit a weekly report to my supervisor mentioning the name and date of publication and the total column size. The following table shows result of the media clipping for the month of April, 2009. The second column is the measured column inch for the article, and the fourth column is the difference between the Grameenphone's column inch and other service provider's column inch. A positive number would mean that Grameenphone is ahead in having more news in the newspapers than the other service providers. Here, we can see that all of the numbers in the fourth column are positive, which means that in April

Grameenphone's number of news and column length exceeded that of the other operators.

Media Clippings for the month of April

Comparative Summary			
<i>Total</i>			
<u>Operator</u>	<u>Col. In.</u>	<u>Difference</u>	<u>(+/-)</u>
Grameenphone	1138.90		
Aktel	31.75	GP-Aktel	1107.15
Banglalink	227.50	GP-Banglalink	911.40
City Cell	373.15	GP-CityCell	765.75
Warid	67.00	GP-Warid	1071.90

- The next task included to be part of the team who were responsible to prepare Grameenphone's Annual Report for the year 2008. I was given the responsibility to prepare a write-up about the products and services of Grameenphone. The report that I prepared later got accepted and published in the Annual Report 2008.
- Grameenphone is a dynamic company where everyday there are different activities going on internally. To maintain transparency among different departments it is necessary to have a tool through which the employees of one department would get to know about the activities of other departments. Hence, Inside GP plays a big role to maintain this transparency. I was responsible for collecting and preparing news for Inside GP about the activities of Grameenphone.
- This year Grameenphone completed 12 years of operation in the mobile industry. Hence, we posted the write-up of 12 randomly chosen employees in @ work. A 12-part series of articles, featuring random Grameenphone employees, has been developed as a countdown to the 12th anniversary of Grameenphone operations on 26 March 2009. I was responsible to contact these employees, and give them 5 questions which they were to answer. I prepared the questions to ask them with the help of my supervisor and took the answers from them. Later, I had to develop a story out of each of the employee for uploading in the @ work.

- I had the pleasure to attend one of the strategy formulation conferences of the Communications Division in Radisson Winter Garden hotel. I also attended the two press conferences of Grameenphone, one in Mirpur Stadium and the other was the during the publication of the Quarter 1 results in Western Hotel.

2.3 Different Aspects of Job Performance

There are various aspects that can be considered while assessing the job performance. Those aspects are listed below:

Efficiency: Here efficiency can be referred as the extent to which time is well used for the intended task. It depended on the ability to collect the appropriate information from the person concerned and then the preparation time was also needed to rewrite and edit the article again.

Number of Errors: The number of errors committed was also a major indicator of job performance. At this point, I would like to refer that error was a part of learning process as I was new to the tasks assigned. However thankfully I did not repeat the same error twice.

Proofreading: One way to measure the efficiency in this work can be the number of mistakes and grammatical errors I made during writing an article. Proof reading is an important aspect which I convinced myself to use it every time I was given a write-up task to do. This has helped me a lot to abate my errors and also saved everybody's time at work.

Techniques to minimize errors: I had my own techniques to minimize the number of errors. For instance I used to maintain a separate data folder for myself to put the various documents prepared. Another technique I used to minimize the number of errors was taking down notes while I encountered a new problem or situation. In addition to that, I also took up the practice of brainstorming my ideas in my diary so that each idea is not repeated twice during writing, and also so that I have a proper flow while I am writing an article. In order to minimize my forgetfulness I always took notes in my diary while someone briefed me about the work.

Chapter 3

The Project

3.1 Summary

"Perception of Grameenphone in the minds of its customers" is a research based report on how effectively is Grameenphone (GP) communicating with its customers. Grameenphone is the leading telecommunication company of Bangladesh. Today Grameenphone has 20million subscriber among them they have a large number of corporate houses. The competition in the telecommunication industry is massive nowadays in Bangladesh. The telecom companies are offering different kinds of attractive packages and value added services to attract new customers and retain old ones. Thus it is really important that the companies are well aware of what the competitors actions and hence there is a need to find out the customer satisfaction level of Grameenphone. Grameenphone has its own Communications Division, under which Market Communications and Public Relation helps develop strategies on how to effectively communicate with its customers and stake holders. The need of this study is to find out the satisfaction level of its customers, brand loyalty of the cutomers and the perception that the customers hold in their minds about the brand 'Grameenphone'.

3.2 Objective of the Project

- **General Objective:** To find out the perception of Grameenphone in the minds of its customers.
- **Specific Objectives:**
 - To measure the correlation between Grameenphone's publicity and the perception that it produces in the mind of its customers.
 - To determine the proportion of customers who read the newspapers daily and know about the activities of Grameenphone.
 - To determine the proportion of customers who has switched to Grameenphone from other telecom service providers.

Methodology:

- **Population:** All Grameenphone Customers residing in Dhaka.
- **Type of Sampling:** This study will be done through a quantitative research as I want to measure the correlation between Publicity and Perception level of customers. The type of sampling I used is Probability Sampling that involves statistical analysis.
- **Sample:** Randomly selected people from the age of 15 years and above..
- **Sampling Frame:** List of Grameenphone users.
- **Sampling units:** Each customer of Grameenphone.
- **Sampling Technique:** Under probability sampling, there are a number of techniques that involve the selection of sample and the surveys done with them. In this case, I would use SYSTEMATIC RANDOM SAMPLING. This means selecting the sampling units at regular intervals from the sampling frame or the customer list. I am using this technique as the sample is selected in a systematic order which eliminates biasness and this technique is suitable for larger sample size (in contrast with simple random sampling).
- **Type of Research:** I have chosen the quantitative approach to carry out my research. The strengths of the quantitative paradigm are that its methods produce quantifiable, reliable data that are usually generalized to some larger population. I have used SPSS software to analyze the survey results. This provides a more specific analysis of the possible associations, and potentially determines more accurately which possible causes are directly related to the effect being studied.

Scope:

This report is based on limited information about the project and it covers few areas. As I was attached with the department Public Relation for the three months, this reason my scope of work has been concentrated on this department.

Limitations:

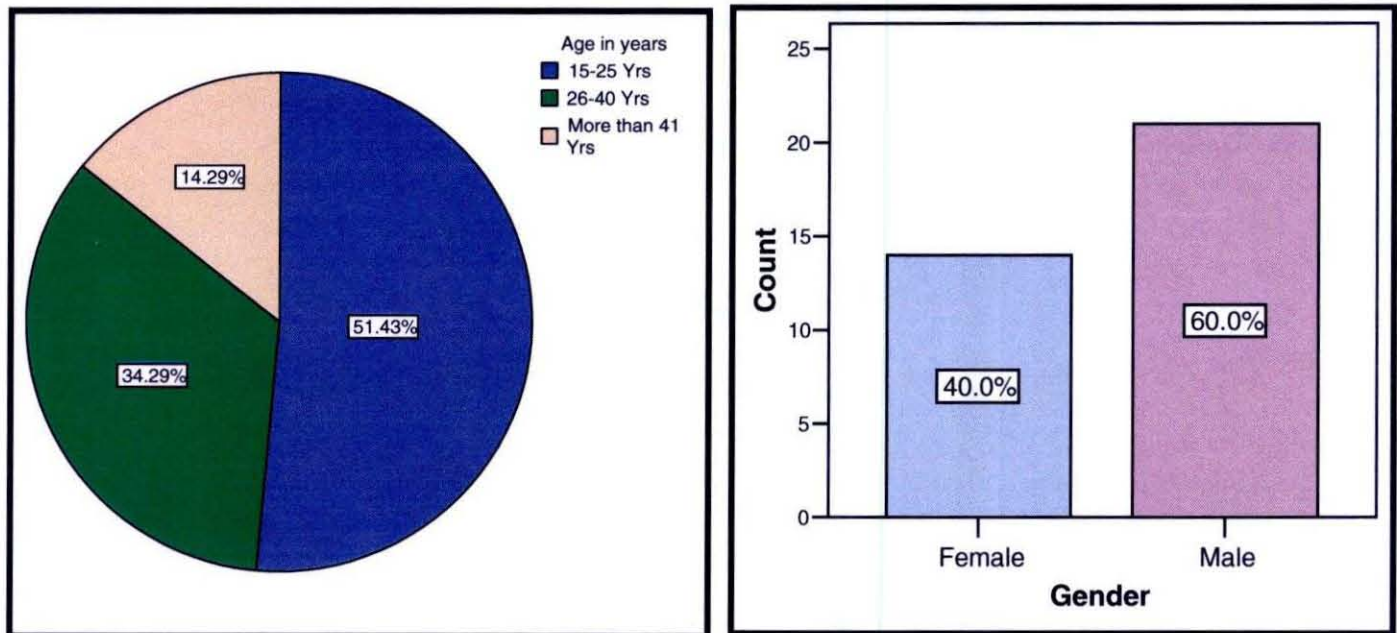
- The sample size was small and may not have been sufficient to depict a clear consumer profile of the target market.
- The study has been centered within Dhaka City and hence the perception of people living outside the city is not represented. , spreading it outside the city would have brought different results.
- All the people studied come from similar educational background, hence their perspective on certain issues may provide a biased view.
- Managing time for discussions with the on-site supervisor have been difficult as they had high work pressure.
- The privacy policy of Grameenphone restricted me to incorporate a lot of information in this report.

3.3 Analysis

I have carried out a primary research on the "Perception of Grameenphone in the minds of its customers" among 35 customers of Grameenphone randomly chosen. My analysis is shown below.

Respondent's Demography

The pie chart and the bar graph below infers to the age and the gender of the respondents.



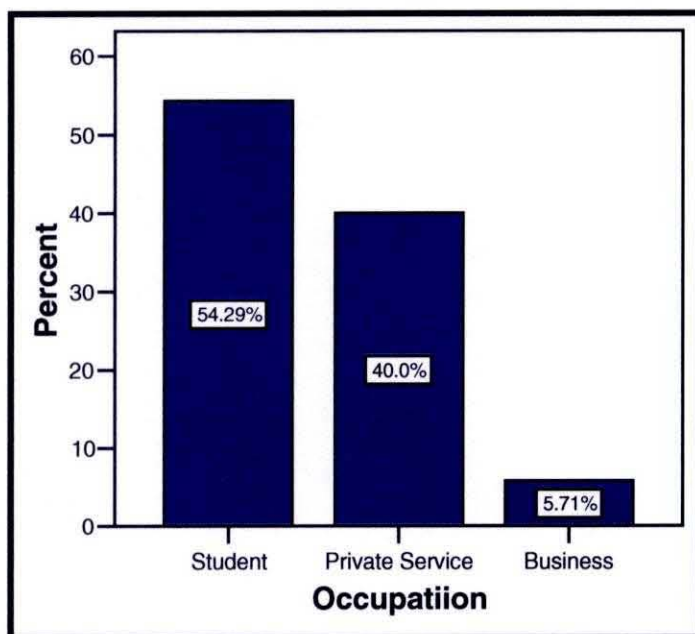
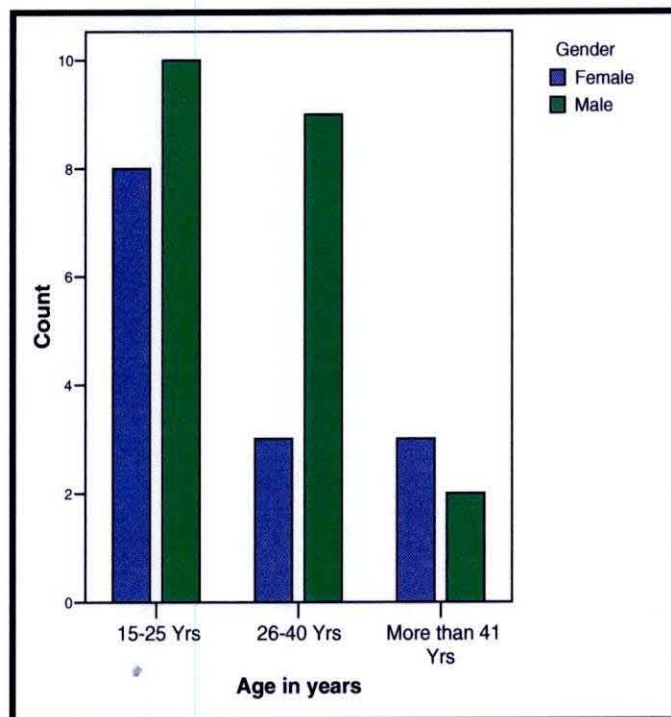
From the above pie chart we can see that the age of the respondents has been distinguished between 15 to 25 years, 26 to 40 years and above 41 years. The first distinction implies to the students, the second category implies to the young working group, and the third one is directed towards the elderly and the corporates. As the pie chart indicates, around 50% of the respondents belong to the first category of the age group and the rest is divided between the second and the third group. It was quite difficult to find respondents above 41 years of age and thus this remains as one of the limitations of the survey.

The bar graph above shows that 60% of the respondent were male and the rest were female.

Relationship between age and gender

This graph on the right shows the age distribution of the respondent.

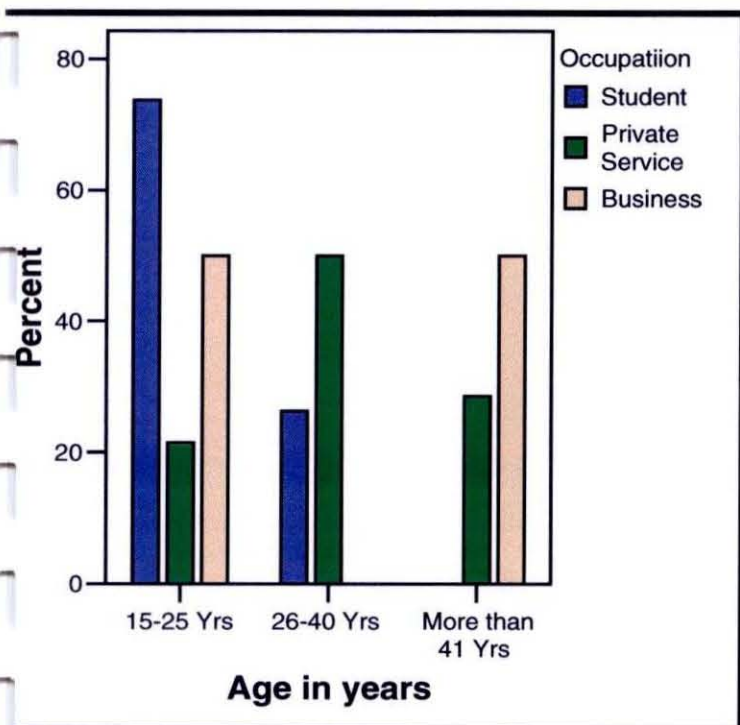
Even though the majority of the respondents belonged to the age group of 15 to 25 years, the members of other groups were quite comparative. Moreover the ratio of male to female was also parallel. Thus the sample was somewhat representative.



Relationship between Age and Occupation

The graph on the left shows occupation of the respondents. It is seen that students 16 of the respondents were students and 17 were private service holders. This means that respondents who belonged to the age group of 26-30 were mostly private service holders and the rest were students. There were only 2 respondents having business as their occupation, where 1 person was above 41 years old and surprisingly the other belonged to the lowest age group of 15-25 years.

The graph below shows the occupation of the respondents. It is seen that students 16 of the respondents were students and 17 were private service holders. This means that respondents who belonged to the age group of 26-30 were mostly private service holders and the rest were students. There were only 2 respondents having business as their occupation, where 1 person was above 41 years old and surprisingly the other belonged to the lowest age group of 15-25 years.

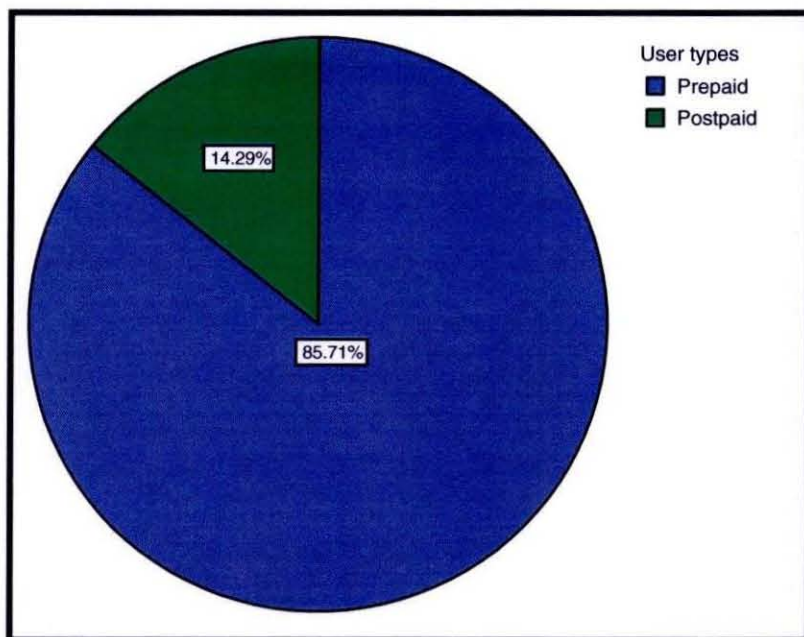


The table below gives a more detailed explanation of the graph on the left. It shows the count of the respondents belonging to the different age groups.

		Occupation		
		Student	Private Service	Business
Age in years	15-25 Yrs	14	3	1
	26-40 Yrs	5	7	
	More than 41 Yrs		4	1

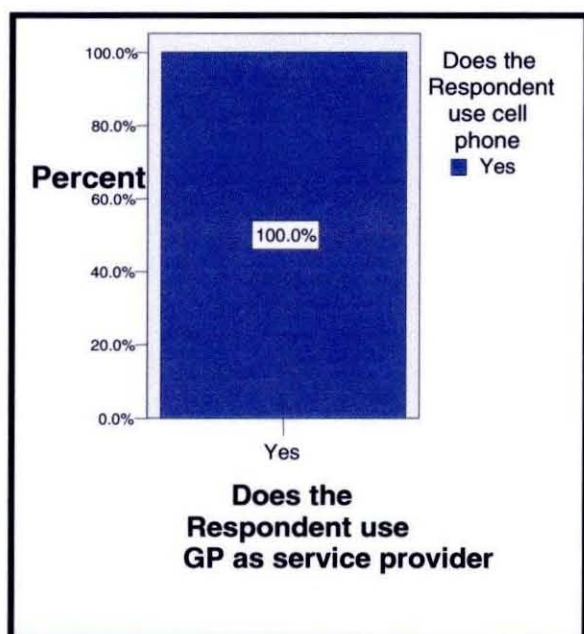
Respondent's Connection Types

Through my research I tried to find out the user details of the respondents. It is important to know whether the respondent uses a prepaid or a postpaid connection. We can see from the pie chart below that 85% of the respondents uses a prepaid connection. As we have seen earlier that the most of the respondents were students and do not belong to the working class, therefore the use of prepaid line is an obvious phenomenon.



This pie chart below shows the type of connection the respondents use. This survey is more biased towards pre-paid users as around 85% of the respondents are prepaid users and only a mere 15% are postpaid users.

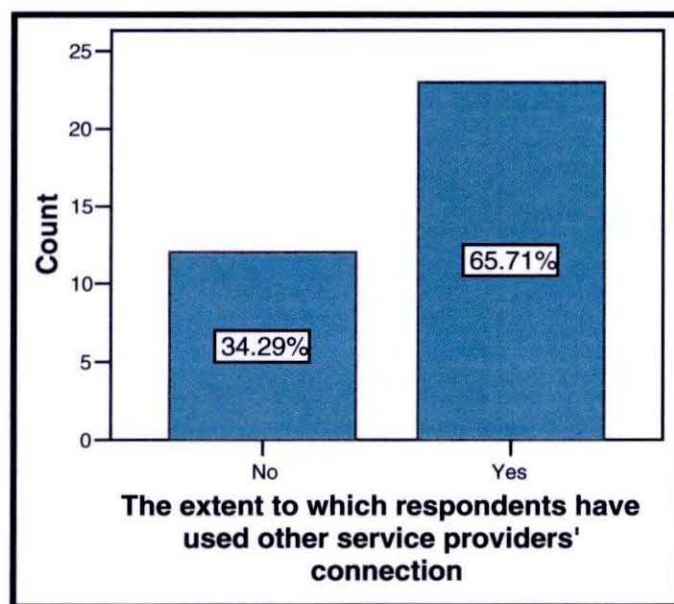
Relationship between Respondent's cell phone use and service provider



Even though, only a minority of the respondents is currently engaged in jobs, it was not unusual to find that 100% of the respondents currently use cell phones and coincidentally all of those possess Grameenphone as their service providers. Thus it is apparent that Grameenphone has successfully won the hearts of the youngsters of the country along with the working class.

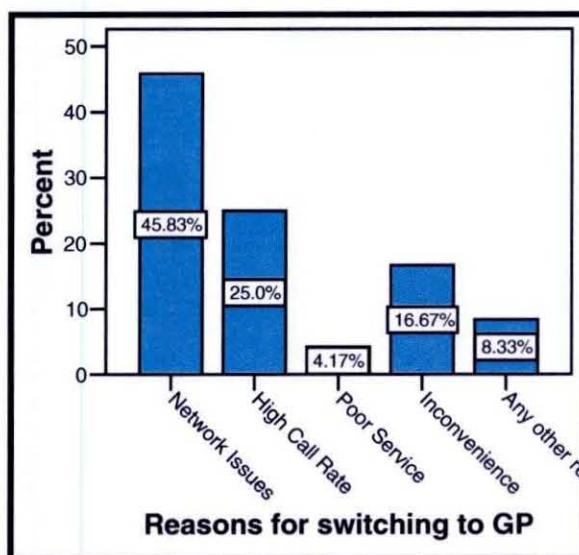
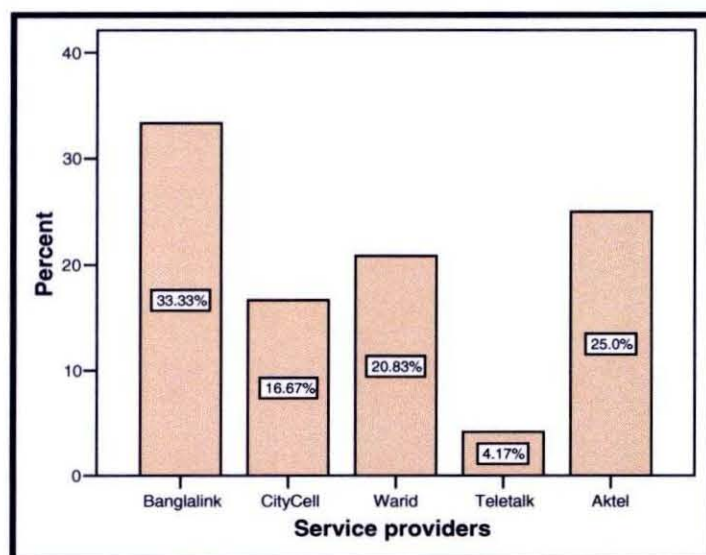
Use of other Service Provider's connection

The graph below shows the extent to which the respondents have used other service provider's connection in the past. Through this question I tried to find out that how many people used other service connections other than GP and then later switched to Grameenphone due to dissatisfaction. This finding is very important for the results of the survey that I carried out. Here the results show that around 65% (count-22) of the respondents have previously used other service provider's connection and later switched to Grameenphone for different reasons. The rest of the 13 respondents have never used any other connection other than Grameenphone, which indicates their brand loyalty and also satisfaction level.



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Extent of using other provider's connection and the reason for switching

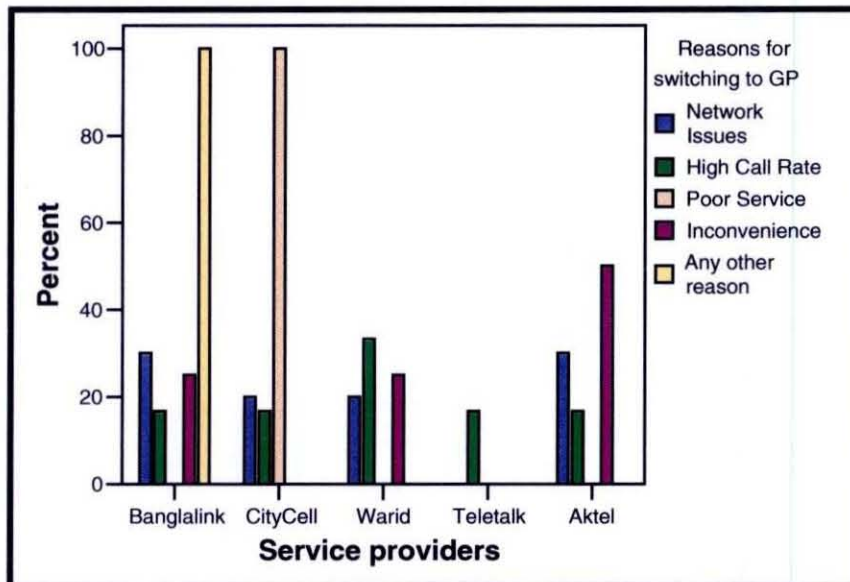


The graph on the above left shows the extent to which the respondents have used other's service providers connection. It indicates that around 33% of respondents used Banglalink as their service provider but have switched to GP due to reasons indicated on the right. Next close to Banglalink was Aktel with 25% users then Warid with 20%, CityCell with 16% users and the government owned telecom company with only 4% users. They all have switched due to various reasons indicated on the right above of the above graphs. From the survey we could find out that high call rate, network issues, inconvenience, poor service are many of the few reasons why respondents have switched to GP, where trouble in the network prevails as the foremost reason for switching.

The relationship between other Service Providers and Reasons for switching to GP

		Reasons for switching to GP				
		Network Issues	High Call Rate	Poor Service	Inconvenience	Any other reason
Service providers	Banglalink	3	1		1	2
	CityCell	2	1	1		
	Warid	2	2		1	
	Teletalk		1			
	Aktel	3	1		2	

From the above cross table we can see that 10 respondents have switched to GP due to network problems of other service providers, which indicates that these people believe that GP's network is better than its competitors'. Among other respondents many have switched due to higher call rate of other service providers. The table also indicates that there are more Banglalink and Aktel dissatisfied users switching to Grameenphone than other service providers.

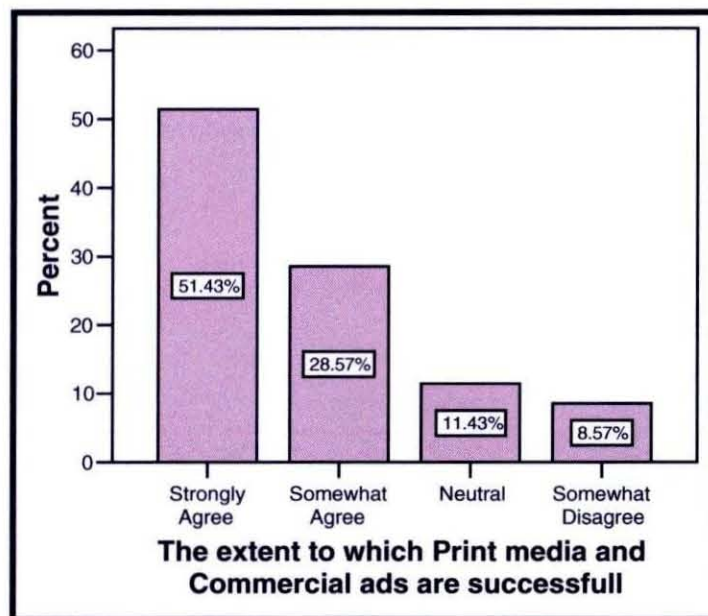


Reasons for switching to GP

The clustered bar graph on the left shows graphical representation of the table above. It clearly indicates that people have switched from Aktel mostly due to inconvenience. People have switched from Warid and Teletalk due to

High Call rate. In addition to all these, people have also mentioned that they have switched due to brand loyalty towards Grameenphone. This finding has helped to uncover the weaknesses of Grameenphone's competitors, which is crucial for any company to know.

The success story of print media and commercial ads



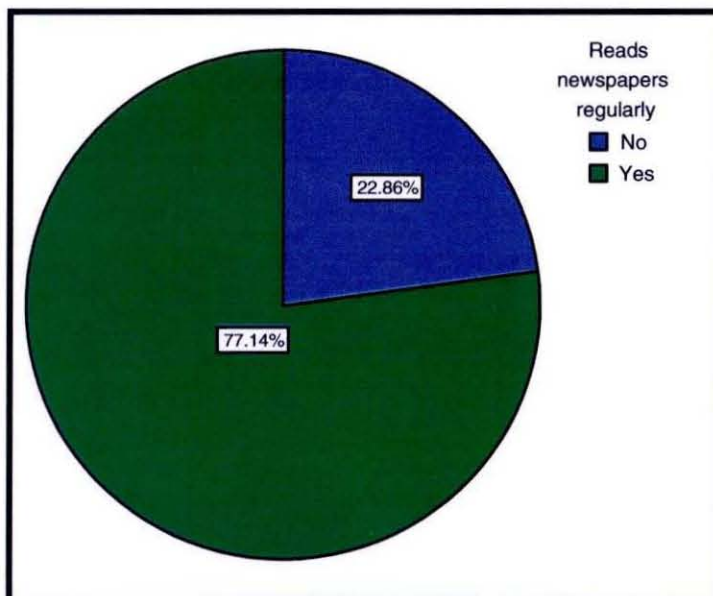
The line graph on the left indicates the respondents answers to the question on how effective are the commercial and print media advertisements of Grameenphone. It shows that 18 out of 35 respondents strongly agree that the print media and commercial ads are successful at reaching their customers through the message that they convey. Around 12 people somewhat agree, 4 people are neutral about the statement and 3 people somewhat disagree. The results indicate that

the messages that GP tries to convey at its target group reaches its audience successfully as around 80% of the respondents agree on the statement above. However, out of 35 people

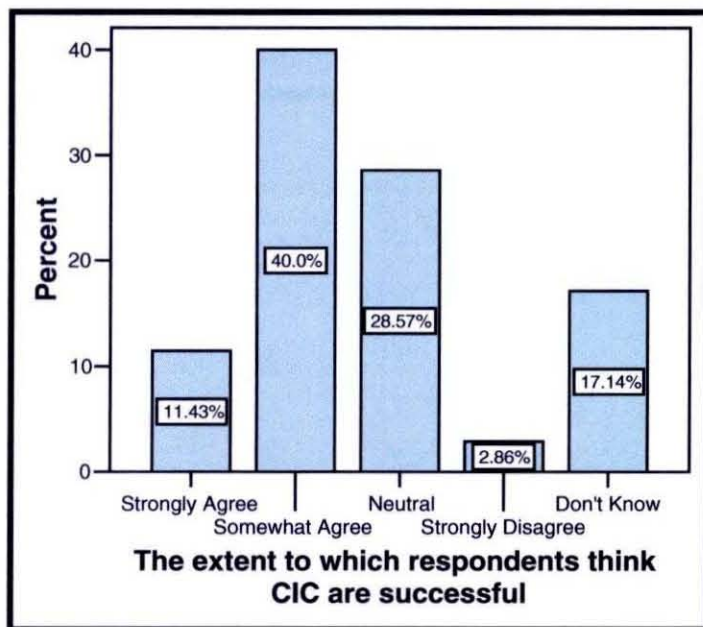
only 3 people somewhat disagree to the statement, and surprisingly none of them strongly disagreed despite having that option in the questionnaire. This could be due to the small sample size but then again

Overall, we can conclude that people watch and understand Grameenphone's commercial and print media ads. We can conclude that they like the advertisements and that Grameenphone is successful at conveying messages through print media and TV commercials.

Relationship between the Number of Newspaper Readers and Awareness of GP's services



We can see from the pie chart that out of 35 people 27 of the respondents reads newspaper regularly. This implies that they should be well aware of the daily GP news that prevails in the newspapers everyday. We would soon find out from the graphs discussed below how aware these respondents are of the GP services.



How successful are the CIC?

The chart beside indicates that majority of the respondents agree that Grameenphone's Community Information Centers are successful at serving the local community needs in the rural areas. However, around 30% of the respondents are neutral about this issue. The reason may be due to the respondents being only from Dhaka city and have never been to a CIC. The answers may have been different if the

survey included people from the rural area also. This would remain as one of the limitations of the survey.

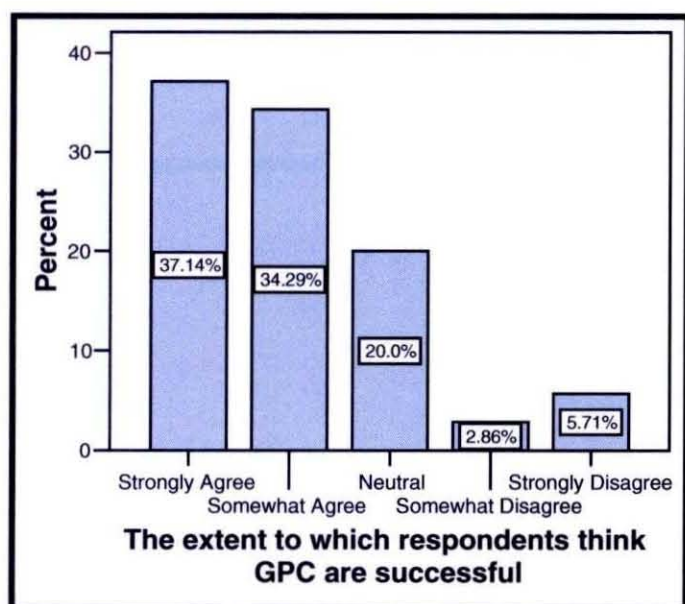
However, we can see that a very small percentage of people have strongly disagreed to the notion and that also a significant portion do not know about the CIC of GP. The reason remains the same as above- lack of including rural people in the survey. Despite having this lacking we can still conclude that GP's press releases and commercial ads are successful in fulfilling their goals as 50% of the respondents have responded positively about the service.

		The extent to which respondents think CIC are successful				
		Strongly Agree	Somewhat Agree	Neutral	Strongly Disagree	Don't Know
Reads newspapers regularly	No		4	2		2
	Yes	4	10	8	1	4

The table above shows those who read newspapers regularly are aware of the CIC service, but among them 4 of them do not know about it. We would consider that as a minor portion of the whole survey but yet would conclude by not underestimating this number as the survey includes only 35 respondents. Among those who do not read newspapers 4 of them know about CIC and think that its successful in meeting its goals, only 2 have chosen Don't

Know option. Overall, we can be content with the comeback of the respondents, however working a little harder on the press releases may shoot the Strongly Agree number higher.

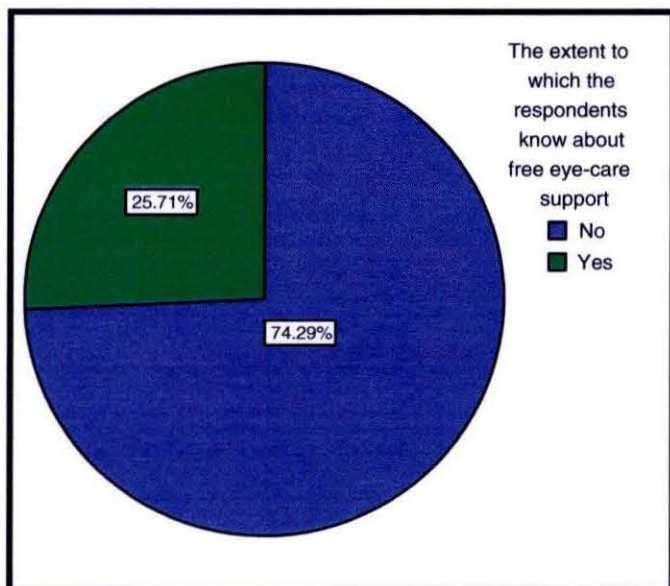
How successful are GPC?



Respondents were asked to what extent they think that Grameenphone Centers are successful at meeting people's needs. Surprisingly, despite having the options *strongly disagree* and *somewhat disagree* in the questionnaire, about 70% of the respondents preferred not to choose them. Instead, they have strongly confirmed that all the GPC around the country are successful at meeting customer needs. This proves how professional and skilled the service people of Grameenphone are in doing their job.

		The extent to which respondents think GPC are successful				
		Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Reads newspapers regularly	No	3	4	1		
	Yes	10	8	6	1	2

The above cross table is a comparison between the number of newspaper readers and the extent to which respondents think GPC are successful. The table shows respondents have agreed to the above notion irrespective of reading newspaper. This means that even those who do not read newspapers regularly acknowledged that Grameenphone's Flagship sales and service points have effectively met the needs of its customers. A very small portion of the respondents have disagreed that GPC are successful.



One of the key goals of Grameenphone is to maintain customer satisfaction, hence we can conclude that the company is successful in fulfilling its goals and objectives.

How much people know about the Eye-care support of GP?

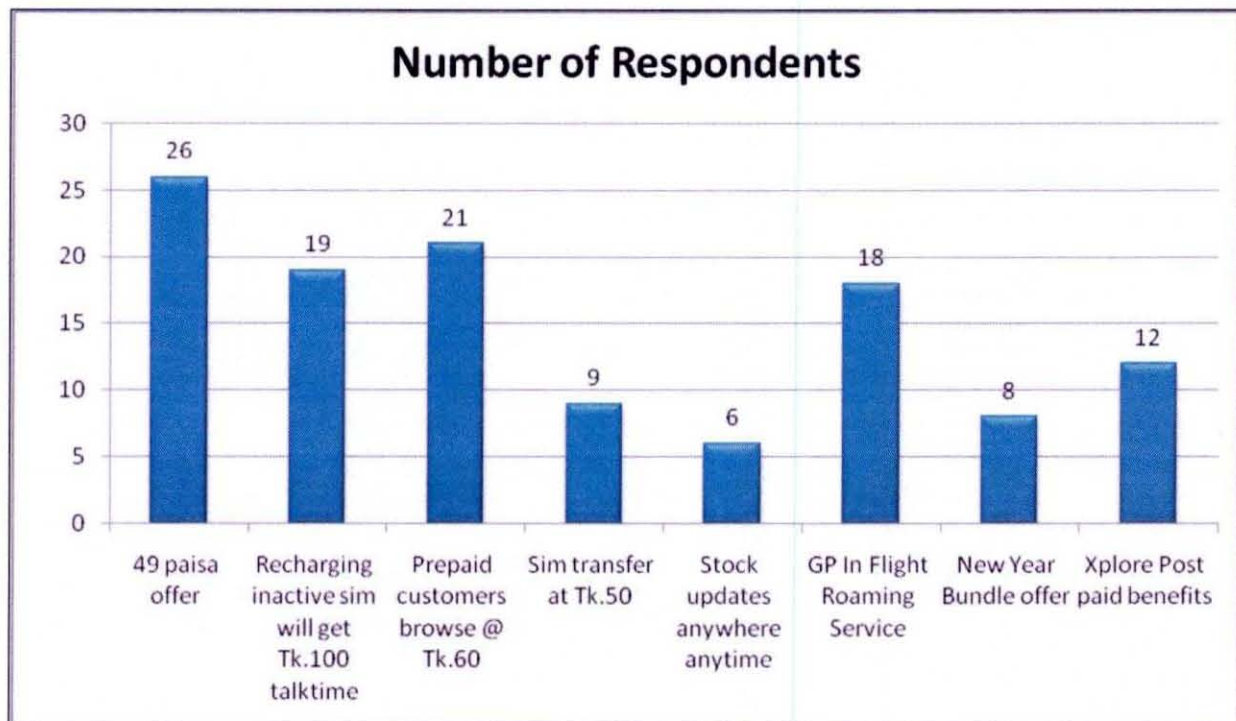
The pie chart on the left shows the extent to which the respondents know about GP's free eye-care camps around the country for the

underprivileged group of people. The results of this question reveals that out of 35 respondents only 13 knows about this eye-care support and the rest do not have a clue about this support. One reason behind this could be the people studied came from similar educational background and also the study has been centered in Dhaka, hence the perception of people living outside the city is not represented. Next we would see from where did the respondents learn about the free eye-care support.

Interestingly, the data on the cross table speaks the obvious. The 9 respondents who know about the free eye-care support all read newspapers, even though the 18 respondents despite reading newspapers do not know about the support. This means that, those who know about this support only know it through press releases in the newspapers.

		The extent to which the respondents know about free eye-care support	
		No	Yes
Reads newspaper s regularly	No	8	
	Yes	18	9

Overall, we can conclude that Grameenphone should put greater effort in letting the people know about their support and services. Knowing about these social activities will eventually bring about a positive image and the company would be perceived as not only a profit making venture but also a socially responsible entity.



The above graph shows the extent to which respondents know about the current Grameenphone offers and promotions. Currently Grameenphone is promoting their brand and service through eight different offers. In the questionnaire I have mentioned all the eight offers and asked the respondents to tick one or more than one offer that they are aware of. The respondents finally could tick more than one answer and from the overall view we can see that 26 out of 35 respondents know about the *49paisa* offer, 21 know about the *prepaid internet browse* offer. *Recharging inactive sim* and *GP In flight roaming* are also very renowned among the respondents. Even though some of the promotions are less popular among the respondents, there was not a single person who did not know about the offers. This proves that Grameenphone's communications have done an outstanding job at relaying the correct message to its target audience. Grameenphone uses different kind of mediums like billboards, newspapers, Radio, TV commercials to promote their offerings. Next we would see which medium is most effective in reaching GP's target audience.

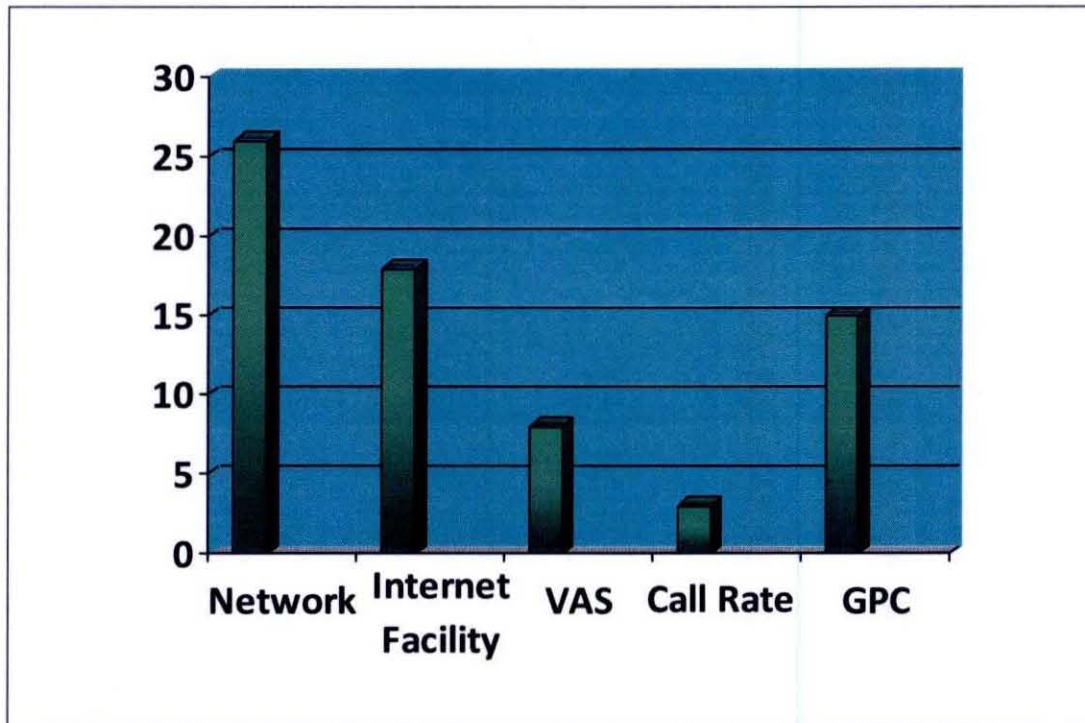
Relationship between Awareness of GP promotions and the Medium of Communication

		The extent to which the respondents know about the offers of GP							
		49 paise offer	Recharging closed sim will get Tk.100 talktime	Prepaid customers browse @ Tk.60	Sim transfer at Tk.50	Stock updates anywhere anytime	GP In Flight Roaming Service	New Year Bundle offer	Xplore Post paid benefits
Where did the respondents learn about the GP offers	Newspapers	3	2	6		1	2	1	
	TV	2	3	1	1		2		3
	Peers and Relatives	4	1	1	1				
	Other Source	1							

From the above cross table we can see that the respondents learn about the GP offers mostly from the newspapers. This is evident because newspaper is one of the most important medium of communications for GP after TV commercials. In addition to this, among the respondents we have found out that 77% of them read newspapers regularly and therefore 15 of the respondents learn about the promotions from the newspapers. The second is a bit surprising, but only 12 of the respondents learn the new offers through TV commercials. We were expecting this number to be higher than that of any of the criteria, but this may be because of the small sample size and the drawback of having people from similar educational and working backgrounds. The result would have been different if a larger sample size was used and more rural people were involved instead of only urban. 7 respondents learn from their friends and relatives and only 1 person learns from other sources which he mentioned to be the radio. Currently, radio is a very popular source for promoting a product or service and with the growing traffic jam everyday, people tend to listen to FM Radio while they are stuck in the traffic for hours.

Overall, according to the survey we can conclude that mostly people learn about the new offers from the newspapers, and that Grameenphone is doing a good job in commuting the right message to their customers.

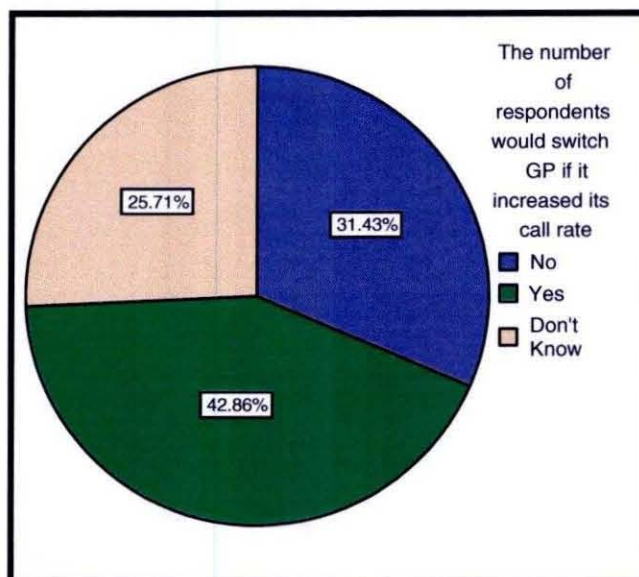
The Number of Respondents who rated these services as "Best"



From the graph above we can see that 26 of the respondents have acknowledged that the network quality of Grameenphone is the best. Around 18 of the respondents think internet facility is the best, and the rest thinks its somewhere close to best. When asked about the Value Added Services (VAS) and the Call Rate, respondents did not respond in very positively, instead they think that the call rate of Grameenphone is very high but the VAS are may be not the best but somewhere close to be the best. On a better note, about 15 of the respondents chose the option "Best" while rating service of Grameenphone Centers and the rest chose the option somewhere close to best. This shows that the customers are content with GPC's services.

If GP increased its call rate would you switch?

When the GP users were asked whether they would switch from GP to some other service provider if GP increased its call rate, almost 43% answered yes, but to my surprise 31% answered *no*. The reasons that they have given were brand loyalty, and number loyalty. There are many people who do not want to switch because they do not want to loose their number. Around 25% of the respondents answered *Don't Know*. This overall shows that, there are less than 50% of the respondents who are sure of leaving GP if they increased their call rate. Almost 60% of the respondents are either not sure or have answered yes. Therefore, brand loyalty plays a very important role in the lives of the respondents.

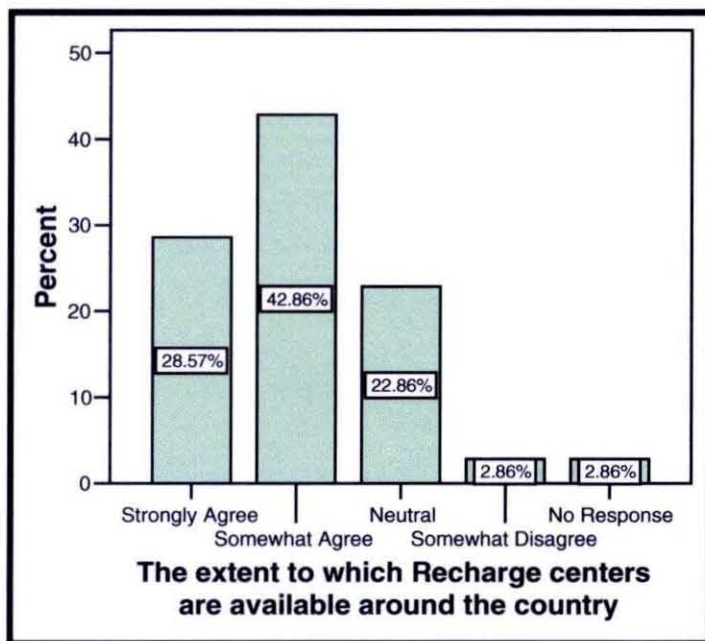


Who Pays Your Mobile Bill	The number of respondents would switch GP if it increased its call rate		
	No	Yes	Don't Know
Yourself	10	14	7
Office			1
Other	1	1	1

The table on the left shows the number of respondents who pay their own mobile bill but would switch to other telecom provider if GP increased its call tariff. Not surprisingly, 14 of them would

switch in that case but to my surprise 11 out of 35 respondents say that they would not switch from GP even if they increased their call tariff. This is purely due to brand loyalty and their complete reluctance towards changing their mobile number. The other answers were quite comparable.

Overall, the result is ambiguous since there are eight people who have chosen the Don't Know option. Summarizing the whole table, Grameenphone should take this issue of lowering their call rate seriously, otherwise this might hamper their market share in the future.



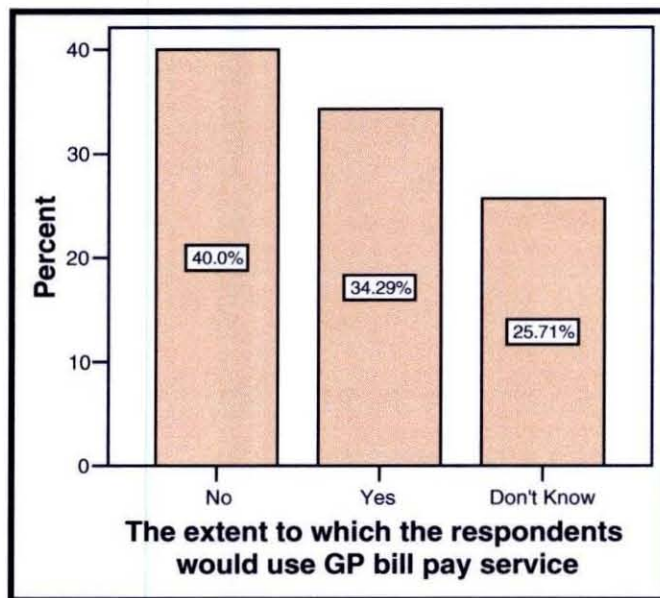
Are recharge centers easily available around the country?

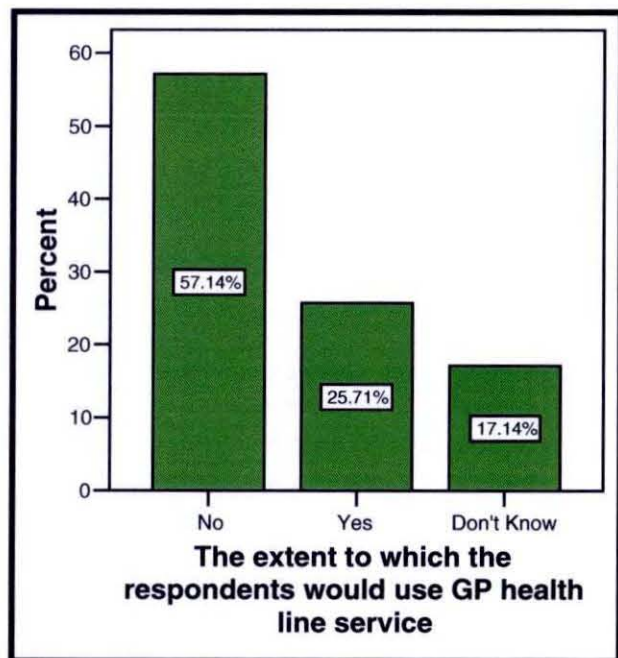
The bar graph on the left shows the extent to which the respondents agree that there are Recharging Centers available at convenient distances around the country. A significant majority of the sample *somewhat agreed* that there are recharging facilities available outside Dhaka. About 30% of them have *strongly agreed* to the statement. Only about 26% of them have answered something else. Therefore, it can be concluded that Grameenphone has

successfully taken its services to the nearest reach of their customers. GP should continue to do this in the future, with some more plans of increasing its customer base.

Use of GP bill pay service

When the respondents were asked to what extent they would use GP's bill pay service, the respondents' answer were not very favorable. Around 40% of them chose the option *no*, and around 25% chose *Don't Know*. This shows that this service is not very popular among the respondents. The reason behind this could be the age of the respondents. If the sample contained more number of people from the third tier age group (Above 41 Yrs) then the result might have been different. But overall, GP should make the benefits of these services more clear to its customers so that they trust these services and use them.



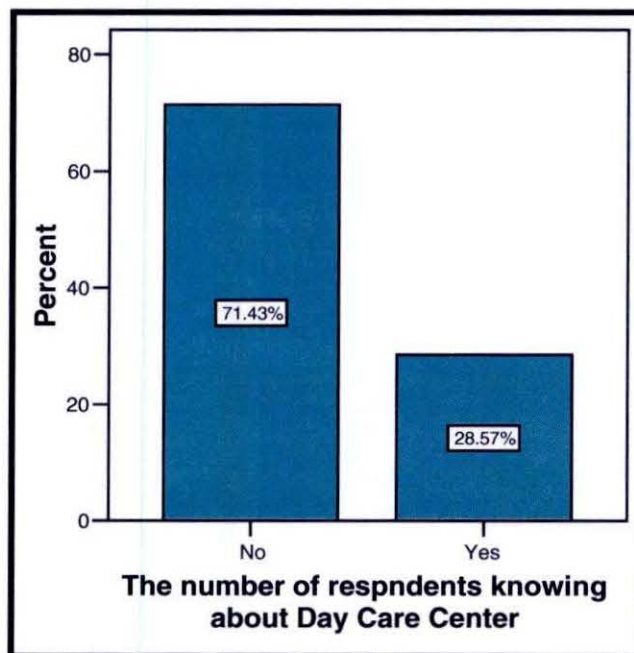


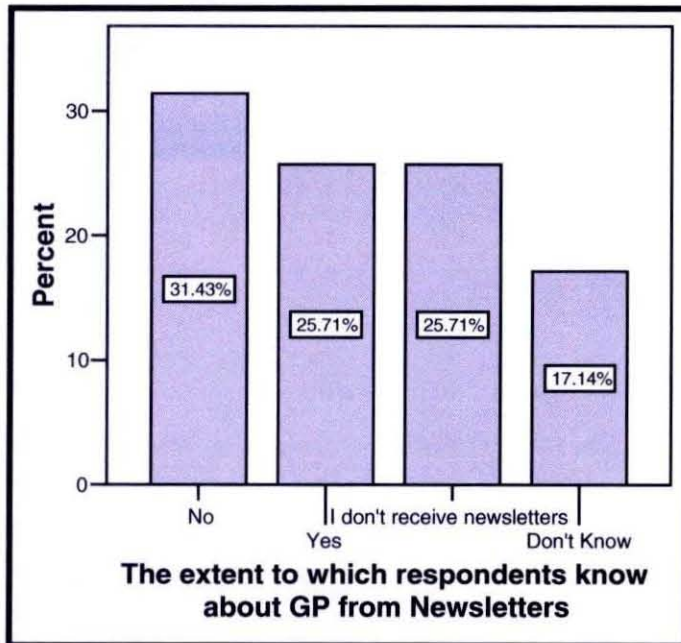
Use of GP health line services

Astonishingly, result of this chart is also not very favorable either. The respondents have mostly chosen *no* as their answer. A very small percentage have chosen *yes*, and the reason behind this shape of the chart has a lot to do with the sample of the survey. If the sample included people from outside Dhaka where the medical facilities are not very advanced, then answers might have been different. Here in Dhaka, there are many alternatives to choose from, hence the urban based sample chose the expected answers.

Awareness of GP Day Care Center

The answer to this question was not surprising, as most of the respondents have chosen *no* when asked them whether they know about GP Day Care Center or not. The Day Care Center of GP is only for the use of the employees of Grameenphone, where they can bring their children of age between 4 months to 5 years. These children can stay there through out the working hour, play, eat and study with the attendants taking care of them. This question was asked to see if the users of Grameenphone's contribution to its employees.





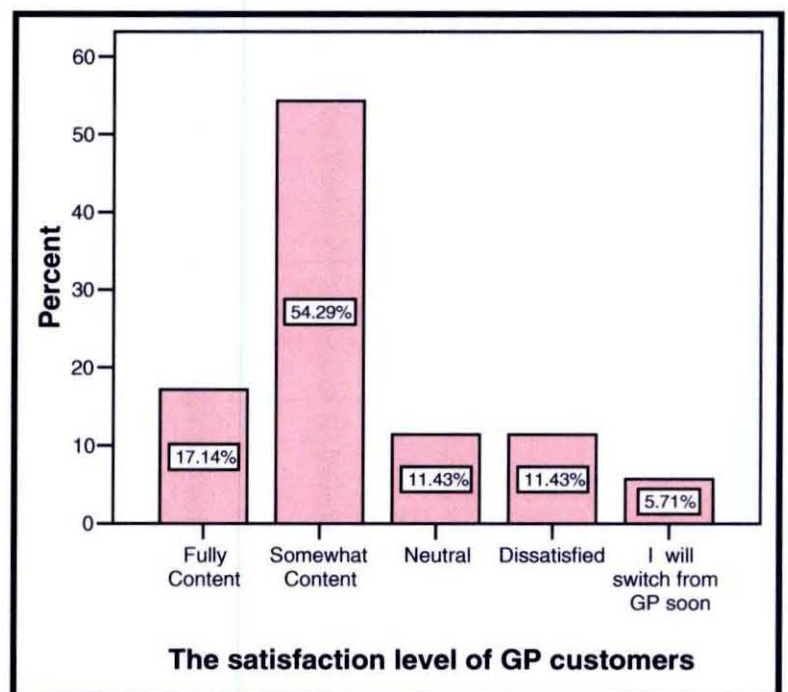
How much knowledge is transmitted through the Newsletters?

The bar graph on the left shows the extent to which Grameenphone newsletters are successful in conveying GP messages to its customers. We can see that around 30% of the subscribers who receive newsletters but do not learn anything about GP from the newsletters. This is more than the number who reads the newsletters and get to know about GP activities. Grameenphone newsletters are sent to the postpaid users along with the monthly bill. The newsletters

are written to let the subscribers know about GP activities, be it social, or some promotion. Through the newsletters Grameenphone expects that the customers would know about the recent activities of the month and also the upcoming events for the month. Since the response is not favorable, therefore Grameenphone should put some light into it.

Satisfaction level of GP customers

The graph on the right shows the direct answer to the following question, how content are the GP subscribers. The response was more than welcoming. More than 50% of the respondents chose *somewhat content*, about 17% of the respondents chose *fully content*. That makes 71% of the employees being satisfied with Grameenphone. About 11% of them are neither satisfied nor dissatisfied, but another 11% are dissatisfied. The matter of concern is the 5% that chose the



option *I will switch from GP soon*. Though this is a small number, but Gramenphone should not underestimate this figure. They should put some effort to make their call prices more competitive so that the existing customers do not switch to some other service provider. Loosing customer base to its competitors can be alarming for GP's future market share. They should take constant action on retaining its customers and also attract the bottom of the pyramid who still do not own cell phones.

Chapter 4

Findings and Recommendations

Chapter 4: Findings and Recommendations

4.1 Findings

The main objective of our research study was to find out the perception of Grameenphone in the minds of its customers. I have done a quantitative research where I performed surveys and statistical analysis to summarize the results. From the study and findings I want to conclude that, the majority of the people are satisfied with Grameenphone services. In the process of surveys, I also got to talk to the respondents and got to see their different views. Through the survey I found out that even though quite a majority of the people does not know much about the services that Grameenphone is offering but they are still very happy about the quality of their services. I have tried to identify GP's strengths and weaknesses. I have also observed that majority of the respondents are quite content to have Grameenphone as their service provider.

4.2 Critical Observations

During my stay at Grameenphone as an intern, I have observed the job assigned to me. The observations can be concluded as follows:

- **Monotonous task:** Even though repetition of a task makes a man perfect, however undoubtedly after a certain point of time it turns into a monotonous job as I had to sit for hours in front of a computer repeating the same tasks of sorting out the relevant news from 22 newspapers everyday in the morning.
- **Dependency on others:** I often had to depend on others to help me gather the information about GP since I did not have the access to these information by myself. This usually made me take more time to complete the task.
- **Inaccessibility:** I was assigned in the Public Relation department to do my internship, and this department is on the on the same floor where the CEO sits. Hence, there is an obligation at the entrance of the floor, where there is a magnetic

card reader to restrict the entrance of people who do not have the appropriate card. As an intern, I did not have access to that door hence, every time I had to enter that floor I had to call someone to open the door for me.

- **Dependency on IT Sector:** We have to often deal with the wrong data or missing data, in that cases IT has to provide the detailed accurate data which take more time to complete the task.
- **Poor Internet Connectivity:** The internet connectivity at the office, proved to be really poor from time to time. This resulted in very slow progress in my work.

4.3 Recommendations

After critically observing and analyzing the assigned job, I would like to mention certain recommendations which would increase the efficiency of the job and ensure smoother flow of operations. Those recommendations are as follows:

- **Job Rotation:** Job rotation is necessary particularly for this kind of work where the same task is repeated hours after hours and days after days. Assigning different kinds of tasks would make the intern feel as a greater part of the organization and would certainly reduce the boredom and monotonousness.
- **Improve internet connectivity:** Improving the internet connectivity is an obligatory task not only for the project that I was working for but for the betterment of the entire organization. As mentioned earlier that poor internet connectivity hindered the smooth flow of operations. Sometimes, due to the poor connectivity, particular tasks were delayed by more than twice the time it takes to complete the task. This shows how significant it is to improve the internet connectivity of Grameenphone Ltd.
- **Requires Organization:** The project on the media clippings was carrying not being executed seriously before my joining. This work needs to be continued as this an essential part of the department.

After carrying out the extensive survey I would like to recommend the following based on the result of the analysis.

- GP should lower its call rate.
- Promote their website more to the public so that they occasionally visit the website to learn about new things.
- Introduction of e-charge facilities may create an edge in the market.
- Customization of the cell-phones can be offered according to their demand of the consumers.
- In the website, specific section should be there for customer query and suggestions.

Chapter 5

Conclusion

Chapter 5: Conclusion

Telecommunication is one of the fastest growing sectors in Bangladesh. Fierce competition in this sector has made the product or offer life extremely short. Telecommunication and its ever-innovative offer, innovative message and media of communication and downward sliding price of the products have become the target audience's favorite topic of gossip.

Grameenphone with its huge marketing communication effort has found quite a good space in target group's mind. Around 75% of the sample remember most of the current promotions of Grameenphone and also think that the commercial ads and the above the line promotions are successful at conveying their messages.

GP's other services like CIC and the eye- camp is not known to too many people. About 80% of the respondents are content with Grameenphone's network, internet services and Grameenphone Centers, but around 70% of the employees are unhappy with GP's high call rate. Surprisingly, around more than 65% of the respondents answered that they are somewhat to fully content with Grameenphone's service.

Chapter 6

Reference

Chapter:6 Reference

- **Name of the people who helped me do this report:**

- ✓ **Sayed Talat Kamal**, (Deputy General Manager, Public Relation)
- ✓ **Shawkat Imam** (Manager, Public Relation)
- ✓ **Nazmee Iqbal**, (Coordination, Communications Division)

- **Report & Journals:**

GP Annual Report 2007

- **Websites:**

<http://www.google.com>

<http://www.grameenphone.com/index.php?id=56>

<http://www.grameenphone.com/index.php?id=63>

<http://www.grameenphone.com/index.php?id=66>

<http://www.grameenphone.com/index.php?id=166>

<http://www.grameenphone.com/index.php?id=184>

<http://www.grameenphone.com/index.php?id=59>

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<http://www.grameenphone.com/index.php?id=181>

<http://www.grameenphone.com/index.php?id=182>

<http://www.grameenphone.com/index.php?id=183>

Inside GP Portal in its own Intranet.

I am a student of BRAC Business School, doing a survey for my Internship report on "Perception of Grameenphone in the minds of its customers".

Please take a few minutes to complete this survey. Your specific answers will be completely anonymous, but your views, in combination with those of others, are extremely important.

QUESTIONNAIRE

1. Age:

15-25 Yrs	26-40 Yrs	41-above Yrs
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2. Gender:

Male	1	
Female	2	

3. Occupation:

Student	1	
Private Service	2	
Government Service	3	
Business	4	
Others	5	

4. Do You use a Cell Phone?

1. Yes

2. No.

5. Is Grameenphone your telecom service provider?

1. Yes

2. No

6. Which service do you use?

1. Pre-Paid

2.Post-Paid

7. Who pays your mobile bill?

1.Yourself

2.Office

3.Other-----

8. Have you used any other service provider's connection other than Grameenphone?

1.Yes

2.No

If the answer to the above question is yes then only answer question number 9 and 10, otherwise move to question 11.

9. Which service provider?

1.Banglalink

2.CityCell

3.Warid

4.Teletalk

5.Aktel

10. Your reasons for switching to Grameenphone. You may tick more than one answer.

1.Network Issues

2.High Call Rate

3.Poor Service

4.Inconvenience

5.Any other reason -----.

11. To what extent do you agree or disagree that the commercial ads and print media are successful at conveying their messages?

Strongly Agree 1	Somewhat Agree 2	Neutral 3	Somewhat Disagree 4	Strongly Disagree 5	Don't know 8	No response 9

12. Do you read newspaper regularly?

1. Yes

2. No.

13. To what extent do you agree or disagree that GP is successful at serving the local community needs by introducing Community Information Center (CIC) in the rural areas?

Strongly Agree 1	Somewhat Agree 2	Neutral 3	Somewhat Disagree 4	Strongly Disagree 5	Don't know 8	No response 9

14. To what extent do you agree or disagree that Grameenphone Centers are successful at meeting the customer needs?

Strongly Agree 1	Somewhat Agree 2	Neutral 3	Somewhat Disagree 4	Strongly Disagree 5	Don't know 8	No response 9

15. Do you know that Grameenphone provides free eye-care support to the less privileged section of the country.

1. Yes

2. No.

If your answer is YES then answer question 16, otherwise move to question 17.

16. Where did you learn about it?

Newspapers 1	Peers and Relatives 2	Read it in a journal 3	Television 4	Other Source 5

17. Please tick if you know about the following new offers of Grameenphone? You can tick more than one option.

1. 49 paisa offer
2. Recharging closed sim will get Tk.100 talktime
3. Prepaid customers browse @ Tk.60.
4. Sim transfer at Tk.50

5. Stock updates anywhere anytime
6. GP In Flight Roaming Service
7. New Year Bundle offer
8. Xplore Post paid benefits

18. Where do you learn about the new offers from?

1. Newspapers
2. TV
3. Peers and Relatives
4. Other-----.
- 5.

19. Please scale the following attributes of GP according to its quality compared to its competitors. Mark 1 as Poor and 5 as Best.

Network	Internet Facility	VAS	Call Rate	GPC
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5

20. Would you switch GP if it increased its call rate?

1. Yes
2. No
3. Don't know

21. To what extent do you agree or disagree that Grameenphone provides recharging facilities at convenient distances outside Dhaka

Strongly Agree 1	Somewhat Agree 2	Neutral 3	Somewhat Disagree 4	Strongly Disagree 5	Don't know 8	No response 9

22. Would you use Grameenphone's billing stations for paying your electric, gas and water bills?

1. Yes
2. No
3. Don't know

23. Would you call GP health line service if anyone fell sick at your house?

1. Yes
2. No
3. Don't know

24. Did you hear about the Day Care Center of GP?

1. Yes
2. No

25. Do you learn about the activities of GP from the newsletter that you receive?

1. Yes
2. No
3. I don't receive newsletters
4. Don't know

26. Please scale your satisfaction level with GP.

Fully Content 1	Somewhat Content 2	Neutral 3	Dissatisfied 4	I will switch from GP soon 5

