

Report On
Consumers' behavior towards telecommunication operators'
services in Bangladesh

By

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An internship report submitted to the department of Brac Business School in partial
fulfillment of the requirements for the degree of
Bachelors of Business Administration

Brac Business School
Brac University

Declaration

It is hereby declared that

- The report does not contain previously published or written material by a third party, unless properly cited through full and accurate referencing.
- There is no material in the report that has been accepted or submitted for any other degree or diploma at a university or other institution.
- I/We have acknowledged all important causes of assistance.

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Letter of Transmittal

2nd October 2021

To
Md. Hasan Maksud Chowdhury
Assistant professor
Brac Business School
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Subject: Regarding the submission of internship report titled “Consumers' behavior towards telecommunication operators’ services in Bangladesh.”

Dear Sir

It is my great pleasure to submit my internship report to you. I got the opportunity to work as an intern at the “Client Servicing” department of Grey Advertising Bangladesh Limited for three months.

As a focused student of Marketing and E-Business, it is critical for me to have firsthand experience and practical knowledge of what I have learned over the last four years. During my internship, I realized how important it is to have a practical understanding of the real business world.

I am highly grateful for the opportunity to successfully complete my internship report under your supervision. Throughout the internship phase, you guided me and provided all of the necessary support.

I sincerely believe that you will find the report informative and also hope that the report outcomes will be able to meet your expectations.

Sincerely yours

Munira Hasin
ID: 17304100
Student at
Brac Business School
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October, 02. 2021

Non-Disclosure Agreement

This agreement is between Grey Advertising Bangladesh Limited and Munira Hasin, the student of Brac University, to deploy relevant information from the company's website, portfolio and information gathered during my internship period.

The information provided here does not include any confidential information. Company websites and portfolios provide generic data. Under no circumstances have I disclosed any information that has come to my attention to any third party without first obtaining permission from my supervisor.

The company agreed and permitted me to write about their code of conduct as part of the completion of my BUS400 course. The general information provided in their portfolio and on their company, websites poses no threat to the organization.

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Acknowledgement

First and foremost, I would like to thank Allah for granting me the skill and capability to complete my internship report within the allotted time frame.

I would like to thank my supervisor and internship advisor, MD Hasan Maksud Choudhury, for providing me with all of the necessary support to complete the paper, as well as the guidance he provided throughout each stage of successfully completing the paper.

Next, I would like to thank Mr. Iftekher Ahmed Jeet (Associate Account Director), my reporting supervisor at workplace, for providing me with all of the resources I needed during my internship. I would like to express my gratitude to Shamma Zehrin, who guided me and assisted me in learning throughout my work tenure, making my work experience extraordinary.

I would like to express my wholehearted gratitude family especially my grandmother, for providing me with the support and motivation I needed to overcome every obstacle and challenge that arose during the internship time and without whom I would not be where I am today, nor would I be able to complete my undergraduate degree.

Executive Summary

The report has been prepared and submitted as the requirement of completing Bachelor's degree which titled- "Consumers' behavior towards telecommunication operators' services in Bangladesh."

In the report, I have briefly discussed about my internship which includes my position, responsibility within the organization, my experience and challenges throughout the 3 months long internship period. In the next part, I have focused and emphasis on the organization that how it operates its day to day operations, how the different departments create a value to successfully run the organization. Besides, its managerial practices, financial performance, marketing practices, operating practices have discussed elaborately. I have elaborately explained the mission & vision Statements, culture within the organization, values to critically analyze the goals and motivations of the company. Furthermore, the paper includes the SWOT analysis to having a detailed analysis on the organization's performance and getting the view in the competitive market.

In the project part, I have explained the whole findings and the methodologies of my findings and concluded with recommendations on corresponding of the findings. The report highly focuses on "Consumers' behavior for telecommunication operator services in Bangladesh." On the other hand, I have done the survey and analyzed the result. In this part, the report will go through that which brands the users prefer the most and the attributes for which they prefer the brand to use and purchase the particular brand. However, I could analysis which company is lacking behind from the competition in the eyes of audiences. Also included my findings, what I could explore within the survey and providing some probable recommendations

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Chapter 01: Overview of the Internship

1.1 Internship Information:

I have completed the internship as a requirement of completing my Bachelor's degree. I have got the opportunity to work in "Grey Advertising Limited" at the "Client Servicing" department as an intern. This was a 3 months long internship program where I was able to gather the practical knowledge of the real business world.

1.2 Contributions to the Organization:

As a Client Servicing intern, I was required to carry out some duties within the organization. The purpose of Client Servicing department is to maintain the satisfaction of the clients through fulfilling campaign requirements and building a bridge between clients and the other departments.

As I had worked there for handling Grameenphone clients, my main role was to understand a brief from a valued client of "Grameenphone." After receiving and comprehending the brief, I must assign the work to creatives who are dedicated and experienced in creating and developing new ideas, as well as developing the campaign idea creatively. They create the contents and process the work as needed.

After properly incorporating the brief, we must share the work with clients in order to receive feedback. There are sometimes a lot of back-and-forth with clients when it comes to finalizing the contents of a campaign. Finally, once the contents have been approved by the clients, we approach the concerned copywriters and art directors to finalize the contents writeup, visual, and other relevant things for correction. Finally, we deliver the final content to the clients as the work output.

1.3 Benefits from the Internship

The internship program's goal is to provide the practical knowledge that was taught in theories throughout the four years of completing a Bachelor's degree. First and foremost, I was able to gain experience sitting for job interviews. Next, I have realized that there are

more benefits to gaining hands-on real-world experience of business. I have gained a lot of valuable work experience as a result of the internship. I've learned how to communicate professionally and interact with coordinators, fellow employees, and clients. Moreover, I learned the managerial skills to work with different departments and taking the works done by them. While working within an organization, I realized how critical it is to adapt the organizational culture and core values.

1.4 Difficulties faced during the Internship

Since it was my first time working in an organization, there were many things I was unaware of. In my day-to-day and on-the-job activities, I had to deal with so many challenges and obstacles. First of all, this was a new environment to adjust with. I was required to follow many of the organization's rules and regulations. I needed two weeks to fully grasp the work processes and day-to-day operations. I had to overcome obstacles in order to establish effective communication with the creatives while sharing the clients' brief. I had to overcome difficulties in communicating with and interacting with clients because I had never communicated or interacted with clients before. However, I would say that my workmates were very supportive and helped me a lot to adapt to the environment and learn the work processes and activities in a short time frame.

1.5 Recommendation for Future Internship:

The workplace is much more welcoming to interns and newcomers. However, I do have some suggestions for a future internship in the near future.

The major issue I have encountered is that they do not provide laptop or desktop support for interns, which I believe is very important to provide to interns in order to properly complete day-to-day activities within office hours. Second, I encountered difficulties in obtaining internet access, which is critical to my job role. They should provide internet access to interns from the first day they begin working there.

Chapter 02: Organizational Part

Grey Advertising Bangladesh Limited



2.1 Introduction:

Grey is Bangladesh's leading advertising agency.

Grey Dhaka has been in operation in Bangladesh since 1996. From a multinational and global standpoint, the organization has the potential to achieve tremendous success in the Bangladeshi market. The industry is too small, and there are only a few agencies capable of delivering such successful projects all of the time. Grey Dhaka is a full-service advertising agency that offers its clients a wide range of business solutions through its creativity and high quality of work, resulting in numerous successful projects. There are various types of departments within the organization that provide various types of services as needed.

Every department adds value to the organization's success, allowing it to be where it is today. HR, Procurement, Client Servicing, Digital & Media, Creative, Event Management, strategy, and planning are the most common departments.

However, the agency provides services in a variety of areas, including R&D, market communications, brand image, increasing sales, executing advertisements, Direct Marketing, Indirect Marketing, Social Media campaigns, and many others.

2.2 The History of Grey Advertising Limited:

Grey Advertising Bangladesh Limited is the country's leading and evolving advertising agency, and it has evolved into the best creative agency in the country. It is a globally recognized agency that, among other things, executes excellent marketing campaigns, builds brand image, and generates creative solutions to business problems. The agency's first and foremost goal is to provide solutions to business problems through creativity and innovative

ideas. It has many diverse areas to solve business problems in order to successfully accomplish the purpose. After receiving a brief, the agency works at its best by communicating, developing, processing, and executing successful market campaigns from a valued client to carrying out the idea.

The agency began as a retailer shop in a new-work city in the United States, consisting of a one-room small shop, and later evolved into a global group known as "Global Grey Group," which has been in operation since 1917. The company's global tagline is "Famously Effective Since 1917."

They have been in this industry for more than 100 years, and in that time, they have expanded to 96 countries worldwide, with 432 offices operating in various countries.

The global Grey Group works in a variety of industries, including promotional activities, direct and indirect marketing, sales growth, public relations, marketing campaigns, brand image building, and many others. However, the agency also works on government projects, where they have completed and are executing many successful government projects and events.

Considering the following facts and segments, the group has grown to become the sixth largest marketing and advertising organization and an evolving company (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).

- Global marketing and advertising communications
- Buying and planning media
- public relations.
- Marketing in health care
- Create a brand's value and identity.
- Communication that is interactive
- Marketing communications, both direct and indirect

2.3 Establishment in Bangladesh of “Grey Dhaka”

The agency has been in operation in Bangladesh since 1996 and has grown to become the third largest advertising agency in terms of annual revenue. Within the time frame, it may be able to establish the strongest market position based on the global group's experience. This is the only organization that has demonstrated its worth as a multinational corporation in recent years. It has played an important role in the brand building of a few companies since their inception.

They play an important role in establishing the corporate image of brands in the country, such as City Cell and Virgin Drinks, as well as establishing the global company BAT in this country. It is one of the organizations with a very small professional workforce that runs and oversees million-taka operations (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).

The agency has always believed in creativity and astute creative professionals who strive for quality over quantity. It has a small number of working professionals in the Account Management department who run the company's operations and management. They also look for young graduates of Business Schools from home and abroad to run management activities that have proven successful in reaching the top.

They maintain a very classy and multinational aura around the work environment, which motivates employees and workers alike to collaborate while also having fun.

People choose Grey Advertising Bangladesh Limited for a variety of reasons.

- Grey does not create clever advertisements; instead, they believe that a realistic approach is the best way to reach audiences and create value for brands (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).
- The agency does not focus on the current image but always considers how the clients want to see themselves in 5 years.
- It always creates and constructs strategies that can be generalized to all groups of people while maintaining a standard.

- Grey is committed to its clients not as an advertising agency, but as a strategic partner, because partners are responsible not only for generating revenues, but also for creating and maintaining brand value as a partner (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).
- Grey, on the other hand, believes that it is crucial to connect emotionally in order to improve the brand's image.

2.4 Mission, vision, and core values:

- ✓ **Mission:** Grey Dhaka's mission is similar to the Global Grey Group's worldwide mission: to create leading brands that will resonate in people's minds and create brand preferences. Developing ideas that will eventually become products and systems by completing the three stages of innovation, technology, and production (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).
- ✓ **Vision:** The group's vision is to solve business problems creatively, increasing the client's brand. The vision is measured by the group's responses to two major questions.
 - What exactly are we?
 - What distinguishes us from other advertising firms?
- ✓ **Core Values:** They believe in three words: innovation, intelligence, and creativity, which they regard as organizational core values that they strive to achieve.

2.5 Key Principles:

The framework of Simplicity: The company's global communication discipline is "We have one and only one." The employees at the company are very familiar with and understand one another, and they work well together. There is a straightforward hierarchy that allows you to approach higher-level management directly (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).

Singularity of Purpose: The agency's primary goal is to create and enhance the value of its clients' brands.

2.6 Commitments of the Agency:

The agency is dedicated to putting the needs of its clients first. They are, however, committed to maintaining the highest level of integrity in their business interactions with clients. Global Grey Group (2019).

Grey, as one of the world's pioneering advertising and marketing communication agencies, is profoundly committed to upholding the standards of the country in which it operates. Global Grey Group (2019). Employees are strictly forbidden from creating any advertising or marketing communication that may contain:

- False or deceptive information
- The testimonials reflect a person's genuine opinion or statement.
- Advertisements that mislead the public about the price
- Information, statements, suggestions, or visuals that appear to be offensive to the general public or a country's minority audience (Global Grey Group, 2019).

Competing against integrity: The agency's reputation is heavily reliant on quality, service, and integrity (Global Grey Group, 2019). They are required to be realistic, to provide quality in all that they do, and to maintain ethics at all times. As a result, they are deeply committed to retaining clients' trust in order to sustain the relationship over time, as well as to competing in a fair and ethical manner with their competitors (Global Grey Group, 2019).

2.7 Clients of Grey Advertising Bangladesh Limited:

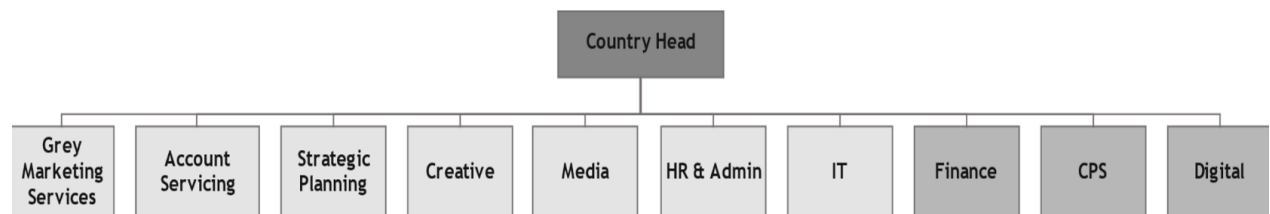
The company has many clients which are globally recognized and serve their targeted audiences all over the world. There are also a few giant clients who added more value for the organization. I have mentioned a few of the clients like Grameenphone, ACI, GSK, Pran-RFL, Apex Footwear Limited and so on which I have added below:



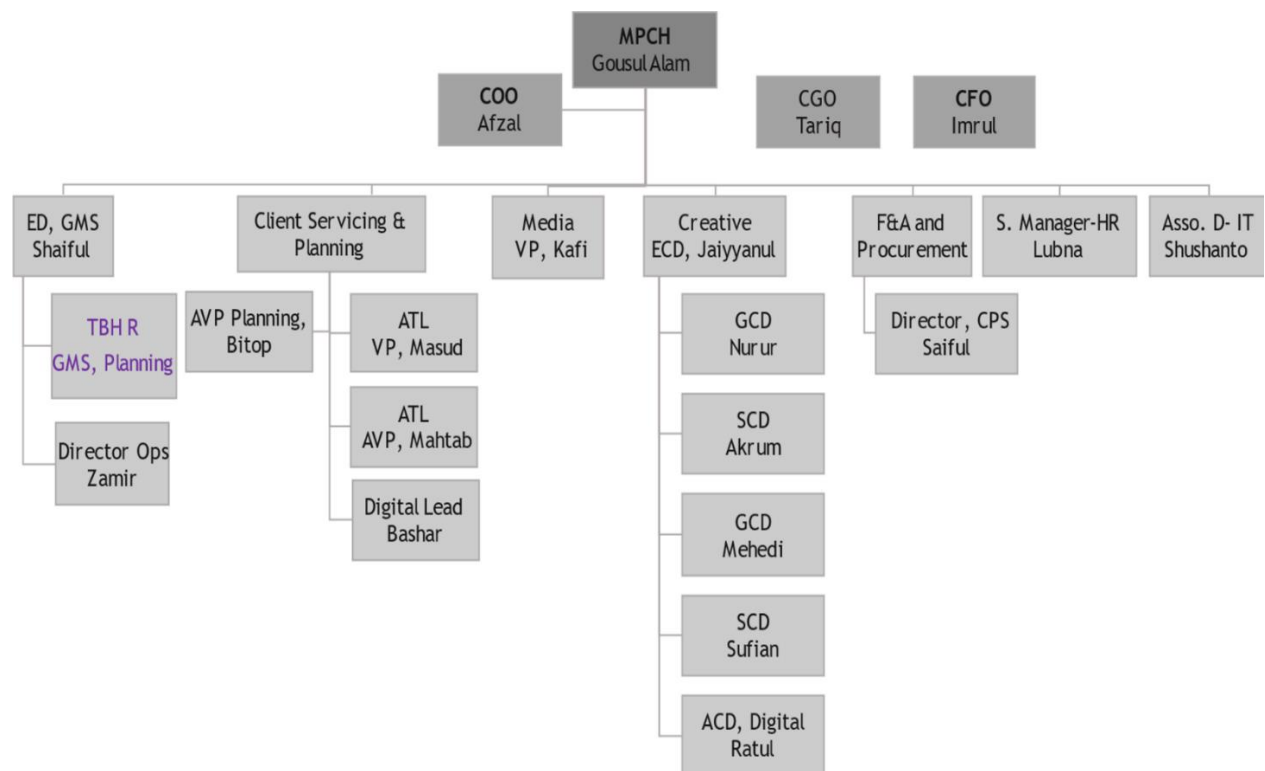
2.8 Organizaton's Organogram:

Grey Advertising Bangladesh Limited has several organizational charts at various levels. In this section, I demonstrated how the organization operates by maintaining a hierarchical structure from top to bottom in terms of different segments and departments.

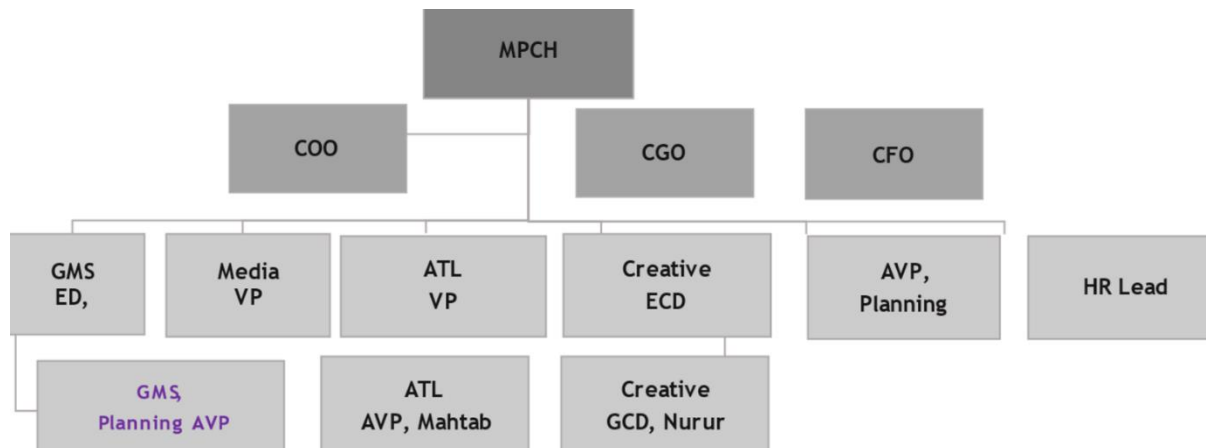
Grey Bangladesh (Departments at High Level)



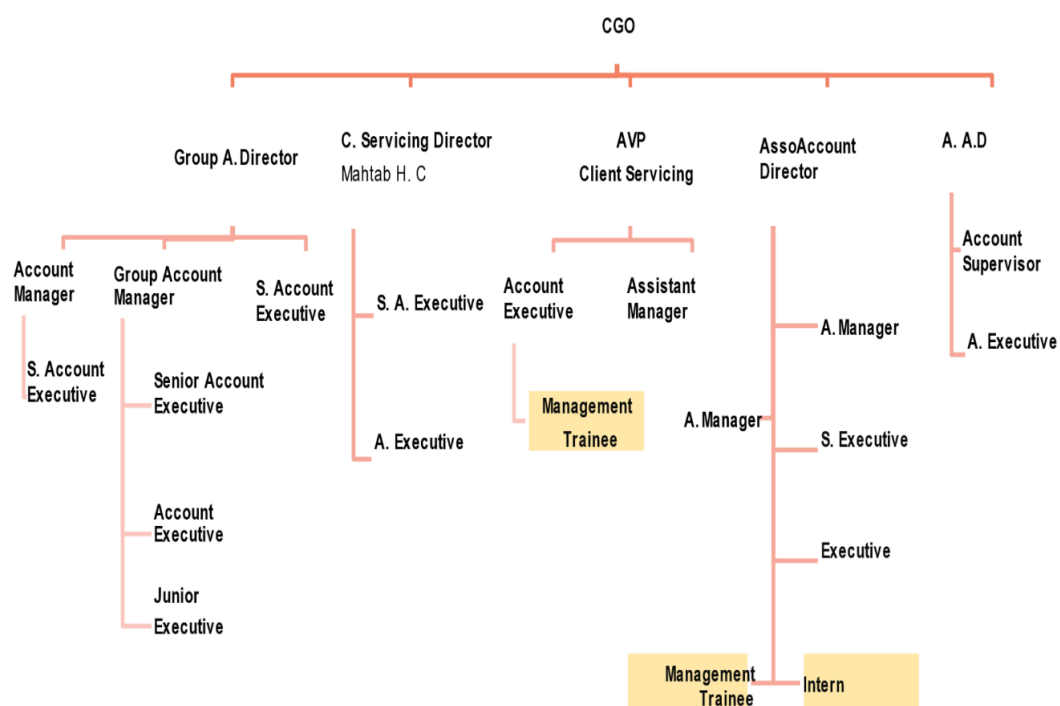
Grey Bangladesh: Team Heads:



Grey Bangladesh: Executive Committee:



Account Servicing Structure:



ACCOUNT SERVICING STRUCTURE

2.9 Departments at Grey Dhaka:

There are various departments within the organization that operate independently, but they are incomplete without one another's presence. While the agency receives a brief from a client, it must execute a number of steps, and each department plays an important role in successfully completing the projects throughout the process. Here, I discussed all of the departments and their activities and roles in the company:

➤ **Grey Marketing Services:**

The primary and major function of an advertising agency is to provide market communications and campaign execution services. The department is always looking for new client projects, and they plan and execute strategies and work on the development of how they can acquire a new client, as well as what areas the clients prefer and how to satisfy them accordingly. They essentially bring new clients to the agency and negotiate all contracts for projects and campaigns. The department's role is to distribute and align projects to the various account service departments, as well as to monitor work progress over time. However, it plays an important role in developing connections between departments, because more than one department's contributions are valuable for a single project.

➤ **Account Servicing:**

This department serves as a link between the clients and the other departments. Following receipt of a brief, the account service manages and controls the regularity and keeps all aligned work processes up to date. Each client is considered an account by the agency, and for different accounts, the agency is divided into different servicing units, with the overall department referred to as the organization's Account Servicing department. Employees in the service area define the brief for the creative department and create a work direction. After the work is finished, it must go through the art department to ensure that there are no errors in the copy before it is shared with the clients. The account servicing department is in charge of communication throughout the process.

➤ **Strategic Planning:**

From receiving a brief to executing the plan, this is the department that creates the blueprint for a campaign. They usually collaborate with all of the account servicing departments on various projects for various accounts. The department is committed to strategic advertising planning. However, I will go into greater detail about the strategic plans in the latter part of my report.

➤ **Creative:**

Advertising firms are also referred to as creative firms. As a result, in this case, the department serves as the company's backbone. They primarily define the market problem and divide it into in-house sub-areas of the departments to solve a single project, but the commonality of all areas in the department is that they bring creativity to their work in order to add value to the client's brand and increase its visibility among the audience. They are constantly looking for new ways to represent the brands in a unique way that will attract customers more quickly. The department has different specialized employees segmented within it, and they are as follows:

- Art directors
- Designers of Graphics
- Visualizers
- Visualizers of Fine Art
- Copywriters

So, the department includes all these people for the project of an individual campaign.

➤ **Media:**

Without the assistance and collaboration of this department, the advertising agency could not successfully execute a campaign. The department is in charge of media buying and planning, as well as developing digital strategies, while utilizing all available and commonly used media practices for the purpose of promoting brands or advertisements. The department also provides customized services to clients based on their needs, such as

media planning, activation, and development, execution, and maintenance of brand value in front of audiences, and it also maintains a highly competitive position in the market. The department works in close collaboration with the account servicing, creative, and strategic planning departments. They do, however, have separate clients who only require media services. In that case, the media and digital media developers collaborate to carry out the plans.

➤ **Administration and Human Resources:**

This department is vital to every organization and plays a significant role within it. They are in charge of all resources, including the company's resources, legal and intellectual properties. They are also in charge of developing managerial relationships within the organization. They oversee all day-to-day operations, employee engagement activities, and the organization's overall working environment. However, they are in charge of recruiting employees, appraisal activities, compensation, salary distribution, and other responsibilities for the employees. The department deals with legal and internal issues that arise on a daily basis. As a result, the department's role is critical to the organization's smooth operation.

➤ **Information Technology:**

This is the smallest department, but it plays an important role and contributes significantly to the company. The department is primarily in charge of dealing with all technical issues and resolving them on a daily basis. They do, however, handle the organization's development software, ensuring the safety and confidentiality of the company's data.

➤ **Finance:**

The department is in charge of all financial activities within the organization, from maintaining employee financial data to creating and analyzing the company's annual report, as well as market competitiveness in terms of financial earnings. They provide an update on the company's financial situation and forecast a budget for the coming year. They also plan investments for the coming year, determining where the company should invest and how much they should invest over the course of the year. They also create

short-term and long-term plans for organizational growth in order to visualize where money can be invested and which areas of investment may be beneficial to the company. They create monthly, quarterly, semi-annual, and annual reports to visualize the trends in revenue growth for each of their accounts. The account service, on the other hand, consults with the department to stay up to date on the ROI, BEP, and other financial segments. Finally, one critical role is to publish an annual report for the accounts and stakeholders, which is required for every business.

➤ **Procurement:**

When a client approaches the account servicing department, the procurement department must propose a budget that includes all of Grey Dhaka's charges, taxes, vats, discounts, and all other variable costs associated with the campaign in comparison to the client's proposal. However, they are also in charge of all billing activities for all departments, as well as campaign work, engagement activities, meetings, and many other things.

➤ **Digital:**

The department is primarily responsible for digital communications for both consumers and the company's business strategic partners. By managing and handling digital media on behalf of accounts and business partners, the department adds significant value to the organization. They place a high value on advertisements published on digital media because, in today's world, digital media is the most rapidly evolving medium for connecting with audiences.

2.10 Grey Dhaka's Overall Activities:

The agency has established with a purpose to accomplish which is to serve brands, providing and creating the brands image and solve their problems.

Step 1: The specific areas that the agency defines at each stage, from receiving the brief to successfully completing the project.

First and foremost, after receiving the brief from the client, the agency attempts to determine why the client approached the agency. There are several reasons why they approach the agency, and we refer to these as problems that need to be solved.

- Clients approach us with a marketing problem and seek the assistance of a specialized agency that can solve the problem with their creativity.
- Clients who want to introduce new products or services to the market approach new ideas as a result (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).
- Many brands, unfortunately, fall behind in a competitive market at times. As a result, they seek strategies that will assist them in regaining their market position.
- However, many brands introduce new sub brands under their main brands and try to switch to different areas of business, and for creative approaches, they seek the help and support of the agency (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).

So far, these are the general goals of approaching brands through advertising agencies.

Step 2: Next, the agency plans and develops strategies with the assistance of the strategic planning team in order to segment the work into different segments.

Prior to developing a strategy, a discussion is held in which employees and specialists from various departments of the agency sit with the client and attempt to understand the problem from their perspective. The team analyzes what the client is looking for, where the client wants to go with our assistance, and what they want from us as a result of the execution.

Step 3: In the third step, the team is in charge of researching two different elements that have an impact on the brand, either directly or indirectly, and combining them into a single phrase to reach a conclusion.

In the first research segment, they examine the brand and the industry to which it belongs, how competitive the market is, who the market's targeted consumers are, and the areas of competition with competitors.

Furthermore, the agency must examine the brand's secondary elements, such as marketing activities, SWOT analysis and so on, which appear to be critical for the client's specific approach.

After analyzing the aforementioned factors, they examine the brand's objective, positioning, essence, the brand's motive, which customer segments they are targeting, and the consumers' perception of the brand.

Step 4: Once the research phase is completed, they proceed to finalize which platforms the brands want to promote their brands on and how many approaches they want for the project. There are numerous platforms available, such as social media, billboards, banners, TV commercials, digital communication, direct selling, and many more. The agency proposes a budget to the client and finalizes the budget for the entire marketing campaign and completes the project by ensuring the platforms.

Step 5: After finalizing all areas, the team approaches the necessary departments such as creative, media, digital, and visualizes content to demonstrate the agency's approach to project execution as an example. Meanwhile, after viewing the content, the clients provide feedback and attempt to incorporate it with their own. Following the completion of the content, the final approach is to carry out the campaign with the assistance of a team of specialists from various departments of the agency.

2.11 SWOT Analysis

SWOT analysis is critical for determining an organization's market position within the industry. This analysis allows one organization to determine its strengths, weaknesses, opportunities, and threats in a specific industry. They can also determine what is required in the future for the organization's growth, which areas they are doing well in, and which areas they have weaknesses in, which can have a negative impact on the organization's ability to sustain and retain their position. However, one can learn what opportunities they have from their competitors as well as which factors may constitute a threat to the company from these competitors.

Here, I have elaborately discussed the SWOT analysis of Grey Dhaka.

Strengths:

- Grey Dhaka is the industry's leading and evolving company. As a result, when compared to other advertising agencies, it has developed a brand image and added value to its clients.
- The organization has global recognition, which helps them maintain industry competitiveness.
- The agency is a full-service provider, which is extremely uncommon in the industry.
- The agency has a wide range of expertise to ensure that the organization runs smoothly and profitably.
- Creativity is the organization's other major strength, as they have been recognized numerous times for demonstrating the highest level of creativity in their work.
- The agency is regarded as one of the largest media space buyers in Bangladesh, where it is the largest in terms of print space, the second largest in terms of outdoor space, and the third largest in terms of TV airtime.

Weaknesses:

- There are some creative advertising agencies that specialize in specific areas. As a result, clients assign a single project to multiple firms because that specific department of the firm excels at campaign planning and execution. As a result, in order to keep clients within this organization, each department should have an equal standard of work.

Opportunities:

- Some clients have the mindset to seek services from the leading agency because of their global recognition, brand image and market position.
- The agency could gain trust through successful projects and marketing campaign execution. As a result of their trust, customers stick with the brand.
- The agency is gaining traction for campaigns in a few industries, including telecommunication, food, and insurance. The agency also provides clients with

customized services, which benefits the clients in terms of cost and also presents a unique theme to the audiences.

Threats

Despite the fact that the industry is small, many startups are interested in establishing creative agencies. As a result, the increase in the number of competitors is the biggest threat to the agency. There are some competitors who are focused on specific areas and, as a result, they are gaining market share in a short period of time.

So, these are the organization's strengths, weaknesses, opportunities, and threats that should be considered as it moves forward in the future.

2.12 Organizational Practices:

Operational practices: The company's goal for the coming month is to collect 80 percent of monthly bills. They offer clients customized services such as website development, event management, and other areas. The agency also attempts to increase and maintain control over various types of production jobs. The agency anticipates mutual benefits for both the agency and its clients.

Financial practices: They plan to focus on media involvement, which is rapidly evolving these days and, as a result, results in a high commission gainer (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.). They also get the benefit from early payments as a leading agency. They do, however, intend to increase their involvement in third-party production and engagements.

Marketing Practices: The agency believes in taking practical approaches to reaching out to audiences and researching the market from all angles. They are committed to improving their potential clients' brand value and image. However, the belief in developing client relationships extends beyond the scope of the business. Another marketing strategy used by the organization is to expand the distribution coverage of the clients' services to areas where they are needed (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.).

Management practices: They believe in people and strive to provide the best value for the people they have. They increase the number of employees in response to the growing number

of clients in order to provide the best service possible. They hope to retain employees through work motivation, compensation, and appraisals, as well as by providing a friendly and collaborative environment within the organization (*Report on Grey Advertising Bangladesh Ltd - Assignment Point*, n.d.). They are committed to reducing employee turnover to the greatest extent possible. They frequently train employees to deal with the organization's internal and external environments.

2.13 Few Projects and Campaigns at Grey Advertising Bangladesh:

In this section, I have elaborated my findings and observations of Grey Dhaka's planning, development, processing, and execution of advertisements on behalf of valued clients. To thrive in a competitive market, it is critical to maintaining a consistent brand image among its target consumers. Only a few brands can be found on the list of consumer top choices. Advertisements must be innovative to capture the attention of customers right away.

As a result, some agencies are dedicated and experienced in terms of researching, developing, processing, and incorporating campaigns with a large team and a variety of business units within their organization. Here, I have discussed Grey Dhaka's research and analysis process, developing ideas, development, and processes, as well as executing campaigns and presenting the contents in the front of consumers in a unique, exciting, and different way. So, I gathered data from various campaigns' work. We must develop unique original themes or ideas for the projects that have been assigned to us.

- ***Revamping retail shop designs to rebrand the client's brand in front of targeted consumers for all retail shops in a specific area:***

Here, the challenge was to find new ways to capture consumers' attention while also persuading retailers to keep the products and services that showcase the brand's advertisements in front of customers. The essential terms we had to focus on

- ✓ Target audience necessity
- ✓ Customer segments in terms of income status and demographic locations
- ✓ Preferences of the target audience

For that purpose, a team needed to conduct field research first to observe the area and come up with some issues that the retailers face. We noticed that they were missing some items, such as proper and sufficient shelves, compartments, a desk, pen holders, a calendar, and other items required to run a shop. So, we came up with the idea that retailers must place their products in the shop. In this case, creativity was required to solve their problem and provide a solution that would benefit both parties at the same time.

We proposed providing the necessary item for the shop with the client's branding "Grameenphone." After receiving approval from the client, we had to sit down with the creative to provide a visual of the shops as a dummy of how it could look after branding and how it could play a role in the building of the brand image in front of the consumers.

- ***Creating a new appealing theme and layout for showcasing and visualizing the country's biggest network telecommunication company:***

We were given a brief from the Grameenphone client that they wanted to launch a new message to their targeted customers, and they wanted a developed visual that could convey the message while also being easily understandable among the targeted audiences.

- ✓ A strong copy writing to convey the message
- ✓ Creativity of developing a layout
- ✓ Connect the layout theme with the requirements

We discussed the requirement with the creative department to accomplish this. The most difficult challenge is connecting urban and rural areas in one visual. After researching and incorporating the client's requirements, we were able to create a layout that portrays how users are connected via 4G network towers even if they are far apart.

The plan was to place one tower in the city and another in a remote area where the network is slow to develop the visual and connect both sides in a single frame. So, through creativity, we were able to overcome the challenge and meet the client's expectations.

- ***Revamping the Grameenphone center to provide a better experience to customers:***

The brief was to redecorate the GPC with new attractive themes displaying the new offers and promotional activities in front of the walk-in customers. Here, the biggest challenge was

to understand the consumers' buying behavior of different segments. The main focusing areas were:

- ✓ The different locations
- ✓ Customer segments of the specific area.
- ✓ Customization of shop display focusing on different segments

So, after the field research, we got to know that the centers are located within different places having various types of classes. So, as per the segments, we had to develop the theme of displaying product. We had to make priority list that in which area which services and offers get the preferences. All of the services are available within all the centers but by focusing customer segment, we had to highlighted different services accordingly.

- ***A Campaign for Retailers Engaging Activities:***

The goal in this case was to build a good relationship with Grameenphone's retailers. There are numerous areas where the campaign will be launched for this campaign. The primary emphasis was on:

- ✓ The target audience segment
- ✓ The target audiences' preferred areas of interest.
- ✓ Selecting the event environment and content for the attendees.

Again, we had to work on consumer behavior to determine for whom we were planning the campaign for and which segments we were focusing on. The challenge was to create new appealing content based on income class, educational level, physiographic profile, and social status. Following the research phase, we identified target audience segments from the lower middle class. As a result, we plan events based on their communication status in order to increase their understanding and create excitement among them. As we all know, interest criteria vary according to class, social status, and other economic factors.

For example, the contents or competition will not add any values to consumers from the lower middle class to the upper classes. As a result, we had to create and implement unique game plans for both the competitions and the targeted segments for the campaigns.

Another challenge and impediment in this case was developing and executing campaigns within the client's budget. As a result, developing the campaign's contents, competition game plans, winning gifts, and other campaign-related essentials was more difficult.

So, these are some observation from different campaigns that how the work processes and finally they reach to the execution stage.

2.14 Day-to-Day Job Responsibilities:

First and foremost, as an intern, I had to research the client "Grameenphone's" portfolio. I had to keep up to date with the organization's updated portfolio, which I found both boring and interesting because I studied and visited all of the workings since the organization's inception in Bangladesh.

I discovered the story of the transformation of the client “Grameenphone” and how they have grown from কাছে থাকুন to গ্রামীনছ ান 4G য়ার দুন্নয়া তার” They have achieved this position through strategic growth and providing the best services.

2.15 Practical learning from the Campaigns activities which relates with my academic learnings:

I discussed the partnership between Grey Dhaka and Grameenphone, in which the advertising agency is in charge of executing advertisements, TV commercials, and all other marketing campaigns on behalf of the client "Grameenphone." So, as the agency creates various campaign activities, I was able to analyze a few key points, which I have discussed below:

- ***Engagement activities are essential for a brand to stay in touch with its target audience:***

In the previous section, I mentioned a campaign called "Revamping Retailer Shop Designs," in which, they are given supplies for decorating and showcasing their products.

The most effective guerilla marketing campaigns are needed creatively, intelligence, interactive promotional activities, and overtly create a buzz (Kotler & Keller, 2008).

Through the concept of creating “Blue Zone” by Grameenphone, the motives were to catch the targeted audience’s attention towards the brand. When a bunch of retailers in a specific

area will have the essential stuff having brand promotional posters, stickers and other things. Thus, it will create a buzz among the audiences. Although retailers are not directly receiving and promoting the brand, they are engaged with it for some reason. It eventually leads to success for a brand when it promotes its products and services in front of its target customers.

The importance of guerrilla marketing in developing and maintaining a brand's image in front of a specific audience:

I recently learned a marketing term known as "Guerrilla Marketing," which is commonly used to do advertisements.

Guerrilla marketing is the use of non-traditional media and unconventional promotional tactics to raise awareness, gain publicity, or accomplish a specific marketing goal.

- ***Connecting emotionally while implementing creativity to persuade the audience to pursue the brand's services:***

There are primarily two types of marketing concepts that are widely used in the industry. Connect emotionally with the audience or provide exciting offers to the targeted audiences. As a result, the brand "Grameenphone" is constantly attempting to emotionally capture the attention of its target consumers while also providing exciting offers to its customers.

To connect emotionally, they have created many Television Commercials that do not include any of their offers, but instead attempt to connect emotionally, such as “গ্রামীনফোন দাদা বাড়ি নানা বাড়ি”

On the contrary, they have recently done some promotional TVC for providing information about 4G services as well as connecting emotionally with the audience. For example, the brand recently executed a TVC in which they successfully visualized its 4G service, which is available in remote areas of the country and can easily be used for smooth and buffer-free online classes from those areas.

Another example is the “Grameenphone Farewell Program,” in which the beloved Headmaster of the school received farewell and wishes online via 4G internet. They have connected in two ways here: “emotionally and by providing service information.”



Source: Grameenphone Online Education TVC



Source: GP Farewell TVC

- ***Celebrity Endorsement for Establishing a Brand Image in the Eyes of the Audience:***

There are numerous TV commercials and celebrity-led campaigns to generate interest among the target audience. In the major course "Advertising," I learned a theory about the importance of celebrity endorsement in creating brand value among targeted audiences. I can apply the theory I learned while working at this advertising agency. The idea is that the audience will believe and be attracted more by celebrity word of mouth than by the general public. Grey Dhaka has always done its best to engage celebrity endorsement to build brand value in front of the audience.

For example, Shakib Al Hassan is the country's leading and most well-known cricketer. His word of mouth is extremely valuable to the audience. Customers who like and support Shakib Al Hassan motivate the audiences to buy and use the services. Similarly, they have done numerous TV commercials with Tahsan Khan, a well-known actor in the country. As a result, Grey Dhaka has produced a number of TV commercials and campaigns that feature the actor.



Stay connected and updated with new messages on a regular basis to communicate the new services and the brand's growth.

As previously discussed in the creative department, copywriting is an important skill. They are solely focused on developing unique, sometimes creative writeups that convey the message in an appropriate manner. They work and keep the simplicity, understandability, and buzz in mind when creating copies for various campaigns, TVCs, FB posts, social media engagement activities, and other sources of promotional activities.



Here is a writeup that provides a simple, understandable, and buzz-creating copy to the targeted audience. Through this one, they have also promoted their 4G services.

2.16 Few achievements of Grey Advertising Bangladesh Limited:

The agency has achieved a lot of awards through their creativity and dedication towards the works and execution of projects.

They have achieved the best agency awards for few years. However, they achieved an international award recently which have brought the agency's image to the next level

The Grand Effie Award:

Grey Dhaka has achieved the Grand Effie Award for the first time in Bangladesh. They have won the award for the Argo-Banking project with the client of United Commercial Bank by battling with hundreds of the nominates (Developer), 2021). The project was for launching the world's first financial service designed for the farmers to bring them out from the poverty line (Developer), 2021).



Awards at The Cannes Lions 2019

They have won 3 awards in the global stage at the award program of the Cannes Lions International Festival of creativity 2019 (*Grey Dhaka Wins Cannes Gold Lion, 2016*).

1. Sustainable Development Goals
2. Brand Experience & Activation
3. Mobile



Gold Cannes Lion Award in 2016

This is the first time in Bangladeshi history that an agency has won a gold Cannes Lions award on the country's behalf. As invited guests, 11,000 recognized creative individuals from 90 countries attend the festival. This is Bangladesh's third international honor, following the Nobel Prizes in literature and peace. Grey Dhaka submitted two projects: The Eco-Cooler project and the Paddle Pure project. The former was honored with the prestigious Gold Lion Award (*Grey Dhaka Wins Cannes Gold Lion, 2016*)



These are some biggest achievement for the organization. There are many more achievements what the organization could achieve so far (*Grey Dhaka Wins Cannes Gold Lion, 2016*)

2.17 Limitations:

There are numerous constraints to the study of the organization. To begin, I'd like to state that I'm only staying with the organization for three months. As a result, gathering all of the company's information in a short period of time is difficult. However, one of the most difficult challenges for me has been gathering enough data because it is not available on websites or other reliable sources. However, the majority of the firm's data is confidential. As a result, I was required to collect the general data that they provide to the general stakeholders. However, I have gained knowledge through my day-to-day desk activities, and the campaign is effective.

2.18 Conclusion:

To summarize my organizational role, I am grateful for the opportunity to complete an internship with the growing multinational company "Grey Dhaka." I've learned a lot from the organization, and it will be useful to me in the future. However, I could relate to the theories I read during my four years of undergrad study. Furthermore, the field is closely related to my academic background. As a result, it was advantageous to apply the theories visualizing in real life. Finally, I would say that the campaign work provided me with firsthand experience in the world of advertising, which is extremely important for Marketing students.

Chapter- 03: Project Part

Consumers' behavior towards telecommunication operators'

services in Bangladesh

3.1 Introduction

Telecommunication services have become an essential part of most people's daily lives.

Telecommunication services are indispensable for everything from communicating with others to staying up to date on current events. In the

Bangladeshi context, the mobile ecosystem is critical to economic value and GDP growth.

The sector makes a significant contribution to improving public sector activity, which exceeded \$2 billion in 2015 (*Telecommunication*, 2018b).

Bangladesh became the fifth largest mobile market in Asia Pacific and the ninth largest in the world in 2017, with 85 million unique subscribers owning an average of 1.7 SIM cards out of a total of 145 million connections, accounting for roughly 87 percent of Bangladesh's total population (*Telecommunication*, 2018b).

The vast majority of subscribers in the country rely on telecom operators for basic services such as voice calls, text messages, and other SIM services (*Telecommunication*, 2018b).

There are only a few telecom operators in the market, but they are all fiercely competitive with one another. The main challenges for telecom operators are to provide services in terms of some competitive characteristics that are shared by all telecom operators.

(*Telecommunication*, 2018b). Grameenphone, Robi Axiata, Banglalink, and Teletalk are the market's main competitors. Grameenphone is the market leader, according to DATABD.CO, having 46% of the market shares (*Telecommunication*, 2018b).



Telecommunication operators

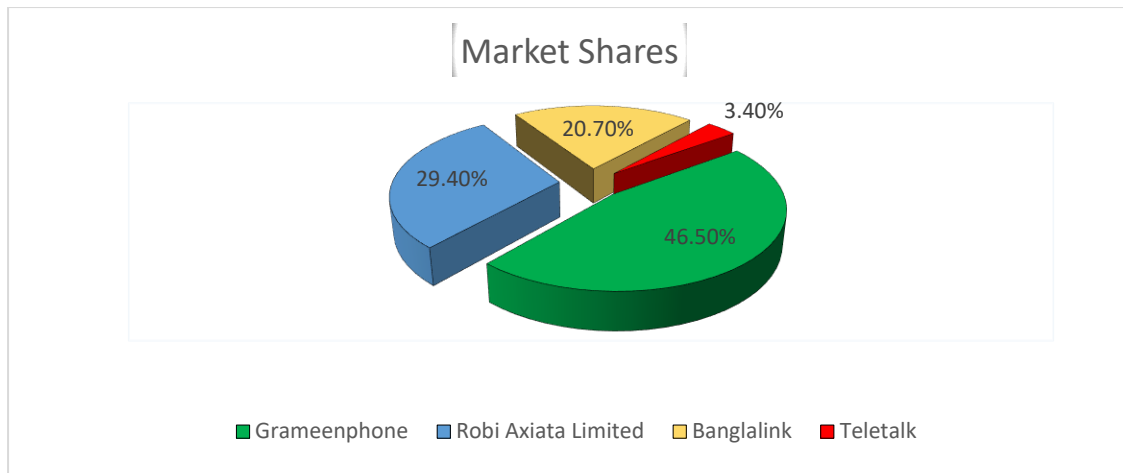


Figure 1: Market Shares of the operators

Second, in terms of total industry subscribers, Robi has a 28 percent market shares, Banglalink has a 23 percent market shares, and Teletalk has only a 3 percent market shares.

3.2 The significance of the Study:

As previously stated, the importance of telecommunication operators in Bangladesh is significant. Furthermore, the market is highly competitive because all operators provide some basic services, making market competitors more competitive. The operators gain a competitive advantage by becoming more prominent in certain areas than others. The study was important to me because all of the operators have similar attributes, even though consumers' preferences vary depending on the different attributes of the operators. At the same time, one of the operators “Teletalk” is losing market share and is gradually declining. (Business Inspection BD)

So, it is an issue of addressing why the company is lacking, the factors contributing to their losing shares, and how they can overcome the situation to retain their share in the competitive industry (Business Inspection BD)

3.3 Objective(s)

The objectives are basically set for to acknowledge the study aim and purpose. However, specific objectives specify the objectives which we want to answer or find through the analysis of primary and secondary data.

3.3.1 Broad Objective:

The aim of the study is to know the consumers' behavior for telecommunication operator services in Bangladesh

3.3.2 Specific Objectives:

1. To investigate that which attributes consumers consider while it comes to telecommunication service providers.
2. To analyze that what factors play a less competitive brand for Teletalk in the industry

3.4 Methodology:

There are basically two sources of collecting data which we consider as the methodology for the survey and analysis.

Primary Data: I gathered data from the online survey and analyzed the result based on that. I have a small population of 47 respondents ranging in age from 15 to 55 years old, and I have targeted audiences who are primarily from the lower-middle, middle and upper classes, are active on social media, and are familiar with telecommunication brands.

Secondary Data: I have gathered data through reviewing different articles, newspapers, journals and other probable sources to gather my desired data.

3.5 Analysis of Secondary Data

So, for this study, at first, I have conducted a secondary research to have an overview of the brands available in the telecommunication industry.

Grameenphone:

In terms of revenue and subscription-based users, Grameenphone is the leading telecommunication brand in Bangladesh. The brand is primarily associated with Norwegian telecommunication. It has, however, been in operation in Bangladesh since October 10, 1996. It began operations in Bangladesh as a private limited company. In 2007, it changed its service to public limited (Grameenphone, n.d.). The company operates a digital mobile telecommunication network based on the GSM standard in the frequency bands of 900 MHz, 1800 MHz, and 2100 MHz (BTRC).



Grameenphone

Grameenphone Ltd. has built a national network. As of December 2017, the company's network provided 2G services to more than 99 percent of Bangladesh's population and high-speed 3G services to more than 92 percent. Grameenphone Ltd. has already invested over BDT 313 billion in network infrastructure. It considers itself to be one of the country's largest taxpayers, having paid over BDT 585 billion in direct and indirect taxes to the Government Exchequer since its inception. (Grameenphone, n.d.). When it comes to Grameenphone Bangladesh shareholders, Telenor Mobile Communications owns 55.80 percent of the company, while Grameen Telecom owns 34.20 percent (Grameenphone, n.d.).

Branding: Grameenphone's branding always focuses on the practical solution. They have developed a brand image by emotionally connecting with the target audience.

CSR Activities: At the Bangladesh CSR Leadership Awards 2018, the brand received the best award for “Innovations in Corporate Social Responsibility Practices.”

They have, however, launched sustainability projects such as child online safety and supply chain between technology and innovation. During the pandemic, they provided approximately 50000 PPE to medical centers and hospitals, and they assisted citizens in times

of disaster. They have supported the citizens in the disaster times. However, they have launched a project named “The Nation Calls” with partnering with BRAC where they had funded to provide the emergency food assistance during the pandemic.

Market position: Grameenphone has acquired the top position in the industry in terms of subscribers and also market share.

Competitive Advantage:

- ✓ Image of the brand
- ✓ Service quality
- ✓ Leader of the market

Airtel:

Airtel was originally known as Warid Telecom International WLLC. A consortium based in Abu Dhabi paid US\$50 million. It obtained a GSM license from the BTRC and became Bangladesh's sixth mobile phone operator. Warid's Bangladesh operation was later rebranded as Airtel.

Warid Telecom sold a majority 70% stake in the company to India's Bharti Airtel Limited in 2010. Bharti made an initial proposal to rebrand in order to gain new market share.



Airtel

Bangladesh's regulatory commission approved the proposal, and they began using the 'Airtel' brand on December 20, 2010.

However, in January 2016, Airtel announced a merger with Robi, another competitive telecom brand in Bangladesh. Following that, it was entirely called Robi Axiata Limited, who was capable of serving 32 million subscribers. They formed a group called "Robi Axiata," which owned 68.7 percent of the company's shares.

Branding: Airtel has always emphasized the importance of friendship, and they have attempted to connect the targeted audience to how friends play an important role in a person's

life and how a friend becomes the most valuable part of a person's life. It is regarded as the “No. 1 friends’ network”, with the motto "Celebrate everything while staying around friends, whether online or offline."

CSR Activities: They have maintained their flagship footprint in CSR activities, initiating ICT education, health, and environment development activities for the benefit of the country.

Market position: The brand has a good position among youngsters as the brand focuses on friendship, which attracts the younger generation the most. However, it merged with Airtel and the brand Robi, so Airtel users are also considered as Robi users, and the brand Robi Axiata is acquiring the 2nd of the competitive market.

Competitive Advantage:

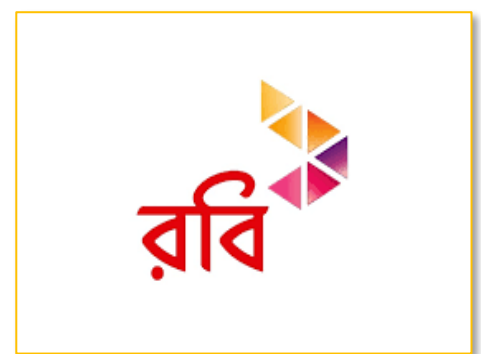
- ✓ Offers that are appealing
- ✓ Cost-effectiveness
- ✓ Targeted audience

Robi:

Robi is the Bangladeshi industry's second largest telecommunication company. It has 51.8 million users worldwide, with 20 million of them using 4G. (Robi Axiata Limited, n.d.).

Robi Axiata is a private limited company. Axiata was a Malaysian-based telecom brand with a controlling stake of 61.82 percent, while Bharti Airtel of India owns 28.18 percent and the general public owns the remaining 10%. (Robi Axiata Limited, n.d.). Robi is the first telecom service in Bangladesh to offer 4.5G network service in all 64 districts (Robi Axiata Limited, n.d.). They have ensured that every network site in the country is fully operational. They have nearly reached 98 percent of the population. Within the month of June 2021 (Robi Axiata Limited, n.d.).

Branding: The brand is a customer-centric company whose motto is to respond as soon as possible to changes in market trends, and their tagline is "Life-e Notun Experience."



Robi

CSR Activities: For the first time, they launched a digital service and introduced mobile financial services in rural and semi-urban areas.

They established the country's largest online school, "10 Minutes School," for socioeconomic development. They also established a digital corner at each of the ten major railway stations.

They have also begun some other activities for the general public, such as an Islamic Lifestyle app, a mobile-based health insurance system, a sports entertainment app, an audio-visual digital music platform, and many others (Robi Axiata Limited, n.d.). They also launched an online safety project for the country's general population. They have also collaborated with Aspire to Information (a2i) to establish the contact center-333, which provides information on obtaining government services.

Furthermore, they are emphasizing innovative digital products and services, as well as an agile work culture. Now, the company is at the forefront of deploying data analytics, AI, IoT, cloud solutions, and a variety of other cutting-edge digital technologies (Robi Axiata Limited, n.d.).

Market position: The brand is acquiring the 2nd position in the competitive industry. They have reached almost 98% of the total position of the country. However, the brand has been merged with Airtel, and through that, the brands could achieve a strong position in the market.

Competitive Advantage:

- ✓ Image of the brand
- ✓ Merging with Airtel

Banglalink:

Banglalink is a brand that was launched in February 2005 and currently has 33.69 million subscribers in the Bangladeshi market. It is regarded as the most cost-effective telecom service provider in the industry. The company's mission is to "bring mobile telephony to the masses" (Banglalink, n.d.-a). The brand places a strong emphasis on this in order to educate people about the importance of being digitalized. It aspires to build a true digital future and digital ecosystem by providing services in response to customer demand. In the shadow of Banglalink, VEON is heeding, which focuses on new talents and startup beginners, where VEON has grown into an international telecom and technology business that serves more than 235 million customers, or 10% of the world's population (Banglalink, n.d.-a).



Banglalink

Another goal of the company is to put customers at the center of the universe, fueling the desire to live in a digitalized world.

The brand, on the other hand, focuses on innovations through global hubs and directs the audience to where their potential is greatest (Banglalink, n.d.-a).

Branding: They primarily focus on the country's culture and attempt to connect audiences by visualizing the culture, myths, rituals, and so on. They also claim that they can start something new by empowering customers and making digital communication accessible and affordable.

CSR Activities: The primary duty is to provide and allocate funds to various business activities and financial institutions. They place a strong emphasis on young entrepreneurs, providing funds to help them launch their businesses.

Market position: The brand is considered the most affordable telecom service operator in the industry, which is preferable for a large number of economic groups. The lower-middle class and lower-class income groups are preferring the specific brand because of the service

affordability. However, many of the students also prefer the brand as they get reasonable internet offers within their monthly budget.

Competitive Advantage:

- ✓ Cost-effectiveness
- ✓ Offers and services that are exciting

Teletalk:

The brand "Teletalk" is a government initiative in Bangladesh. On December 26, 2004, the Bangladesh Telephone & Telegraph Board (BTTB) launched a project to run a mobile network service called BTTB bMobile. Contributors to Wikipedia It was later renamed "Teletalk Bangladesh." The company has invested approximately 2 billion takas in establishing a nationwide GSM network. The brand is Bangladesh's only government-sponsored telecom company.



Teletalk

However, it also offers digital services such as publishing public exam results, SMS and online-based job recruitment solutions, and online-based admission services for schools, colleges, and universities (Wikipedia contributors).

Teletalk, on the other hand, was the first telecom operator to introduce Mobile TV and Teleflix, a video streaming service (Wikipedia contributors).

Branding: Teletalk is moving forward with their new slogan "Connect to Happiness" as the government takes the initiative to turn the mobile operator into a profitable organization (Dhaka Tribune, 2016),

CSR activities: The brand has a bid role for emergency services for the general welfare of the country's people.

Market position: This is the only telecommunication service in the industry that is operated by the government, but the brand could not achieve a market position in the competitive market and was losing its shares gradually.

Competitive Advantage:

- ✓ Government-operated brands
- ✓ Providing government services
- ✓ Service quality

3.6 Analysis of Primary Survey Data

In this part, I have covered the primary data analysis which I have received through my survey result. Here, I have conducted a study to know that what the real consumers' perspective about this. The main purpose is to find that whether the primary analysis and secondary data analysis matches or not so that I could avail the result that where the brands are going well and the reasons of “Teletalk” is lacking behind. However, through the analysis, I could also get a view that whether the data have similarities or not within the secondary and my survey data analysis for “Teletalk”

At first, I have asked some general questionnaire to understand the demographic background of the respondents.

- **My first survey question to know about the age group the respondents are belong to:**

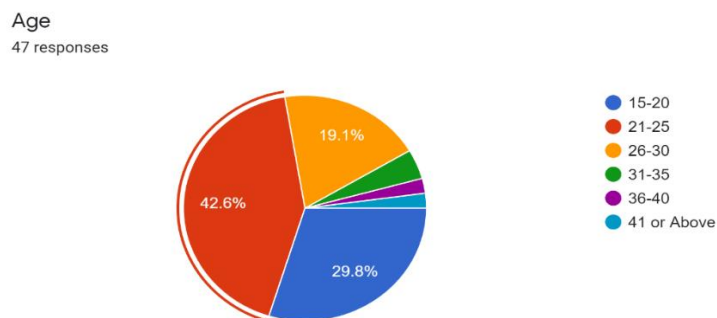


Figure 2: Age Group of the Respondents

From my response, it visualizes that the major respondents belong from the age group 21-25, the second majority belongs from the age group 15-20, whereas the third majority is from 26-30 age group. However, the other age groups belong the rest.

- **Next, I have asked for that which gender the respondents belong to.**

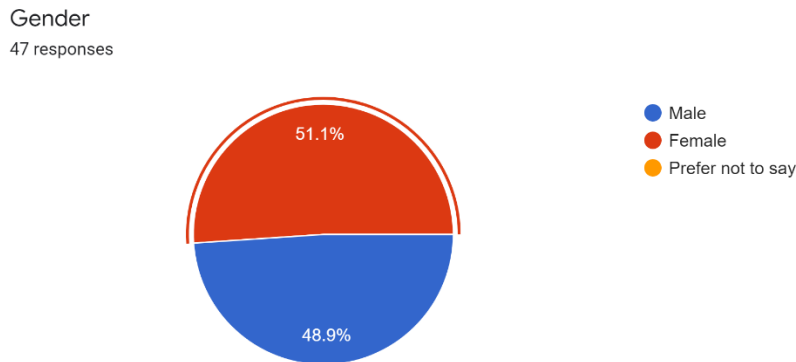


Figure 3: Gender of the Respondents

In this survey, male and female having a quite similar number, male 23 in number and female respondents are 24 in number.

- **Thirdly, I have asked to acknowledge that which economic group and employment segment they belong to.**

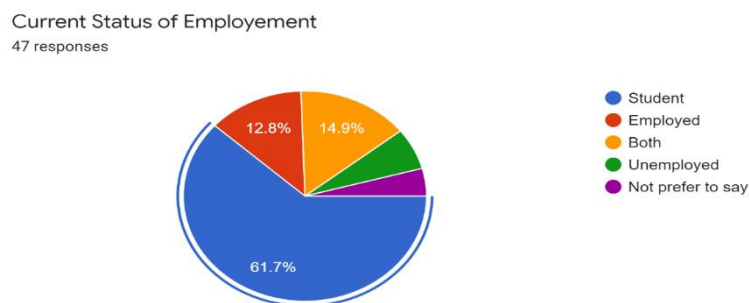


Figure 4: Employment Status

Majority of the respondents are students having a number 26 people, second majority are both student and also employed and others belong to the rest.

- Next, I tried to evaluate that which respondents prefer which telecommunication brand.

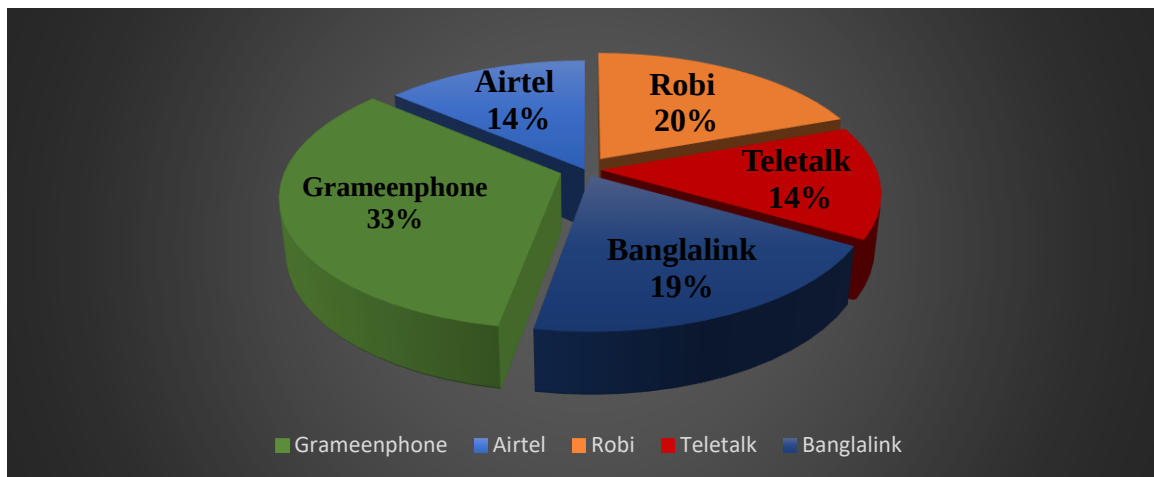


Figure 5: Brand Preferences

respondents about their preferred brand. According to the results of this survey, 52.2 percent of respondents prefer Grameenphone as a telecom service provider. Banglalink and Robi are ranked first and second, respectively, with 30.4 percent of the vote. Teletalk and Airtel, on the other hand, have the same points of 21.7. In this case, Robi and Airtel have merged to form the Robi Axiata Limited, which will eventually pursue both Airtel and Robi users. So, in that regard, Robi Axiata and Grameenphone remain at the top, with very high competitiveness.

- Lastly, I have done the survey of same attributes of each telecommunication operators available in Bangladesh.

GRAMEENPHONE

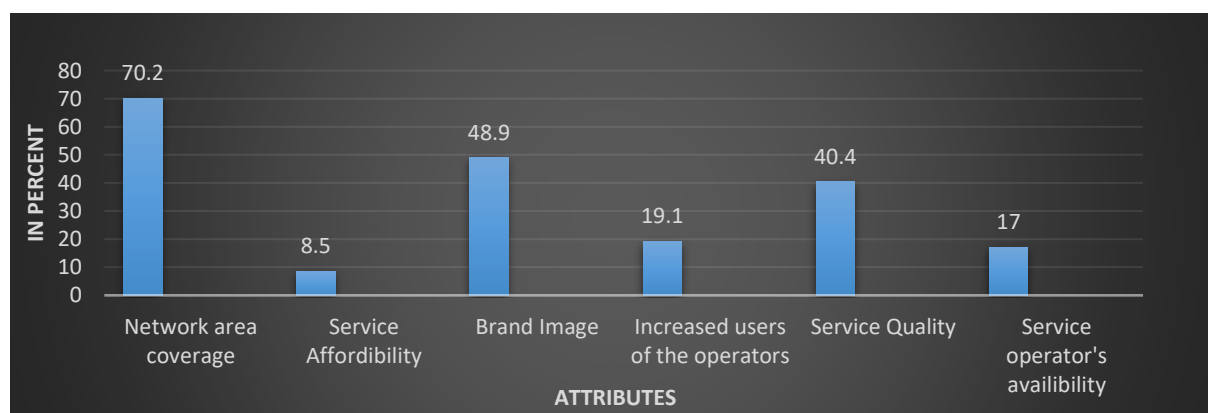


Figure 6: Attributes Preferences for the brand Grameenphone

Here. Grameenphone received 70.2 percent of preferences for network area coverage, but dropped shortly in terms of service affordability, with respondents believing that this telecom's services are more expensive than others. It does, however, have a very good brand image, as this attribute received 49.8 percent. Respondents, on the other hand, provided very poor responses for its number of users and operator's availability attributes.

AIRTEL

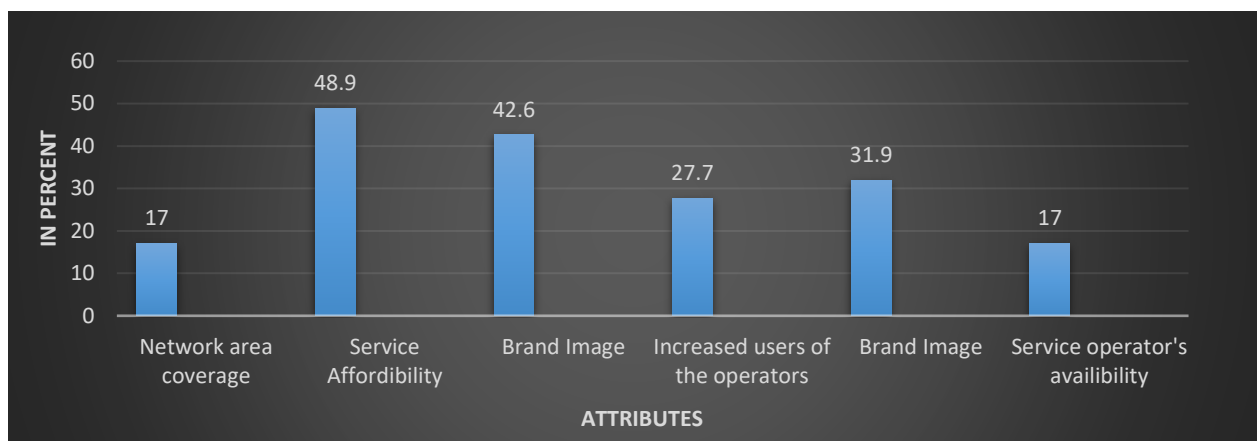


Figure 7: Attributes Preferences for the brand Airtel

According to the results of the survey, Airtel received the highest score for service affordability and brand image. However, they fall short in terms of covering a wide range of areas and operator availability. They were rated as moderate in terms of service quality and number of users, with ratings of 27.7 percent and 31.9 percent, respectively.

ROBI

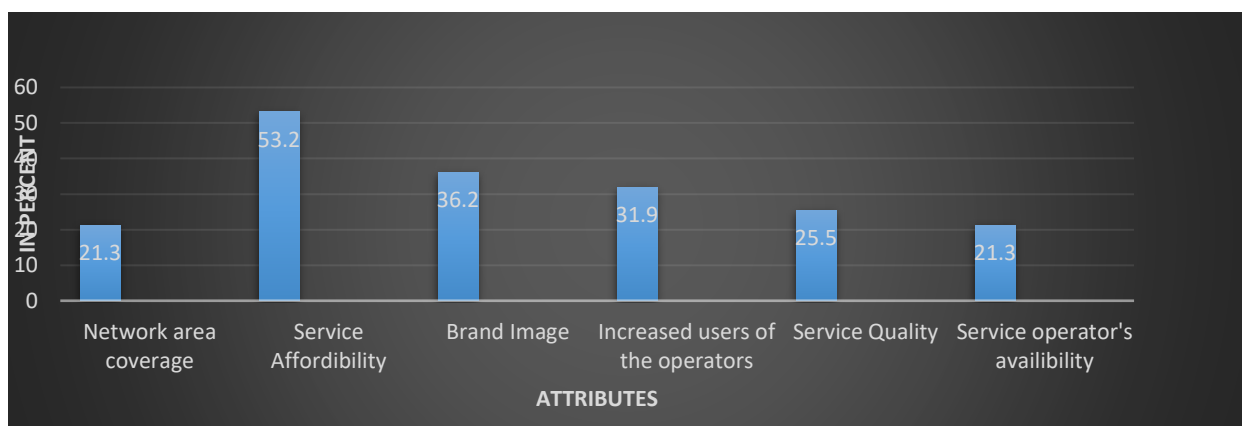


Figure 8: Attributes Preferences for the brand Robi

In this case, Robi is in a position where respondents believe that the service is reasonably priced, and this attribute received the most points (53.2 percent). However, the survey results show that the brand has a relatively positive brand image in this industry. In terms of service quality and network area coverage, it has a lot of similarities, but I don't think it's good enough.

TELETALK

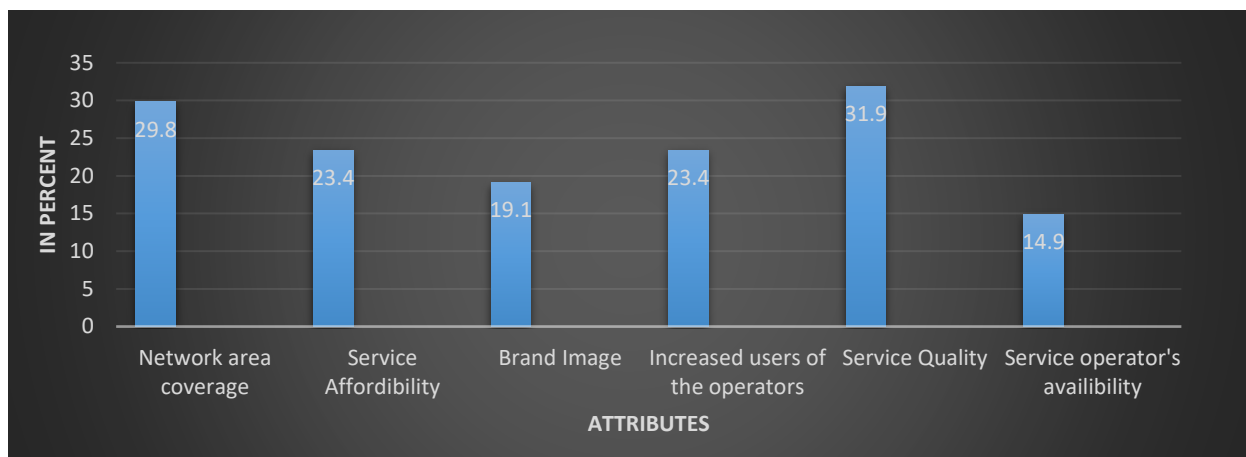


Figure 9: Attributes Preferences for the brand Teletalk

According to the survey findings, Teletalk lags behind in terms of brand image, operator availability, and the increased number of users of this brand. However, when compared to the other attributes, it has achieved a very satisfactory result in service quality and area coverage.

BANGLALINK

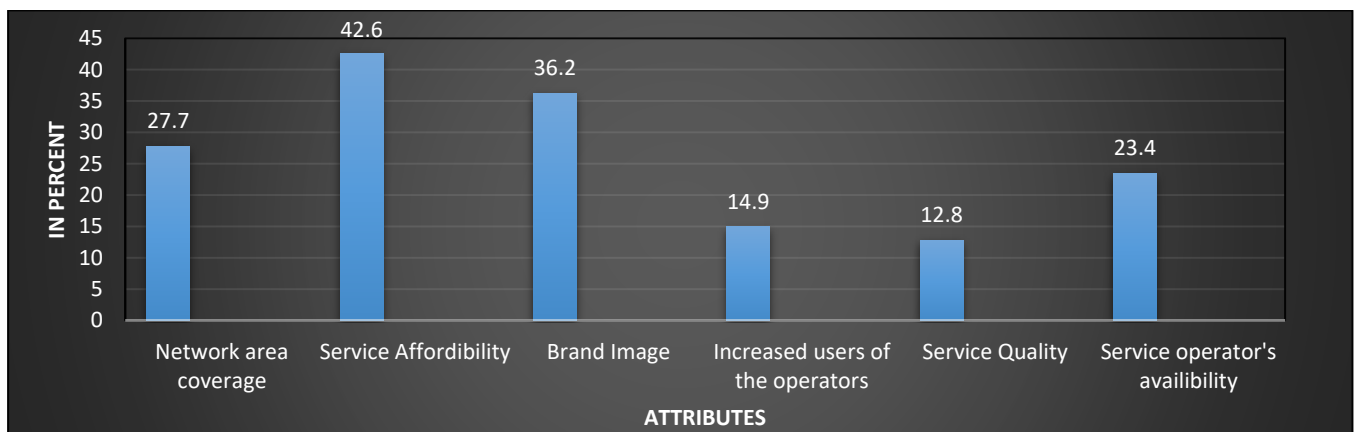


Figure 10: Attributes Preferences for the brand Banglalink

Among all other brands, Banglalink has been rated as the most affordable. It has received a very satisfactory score of 42.6 percent, indicating that customers believe it is the most affordable brand in the industry. It has, however, achieved a satisfactory result in terms of network coverage area and brand image. On the contrary, it lags behind in terms of service quality and user count.

COMPARISION CHART

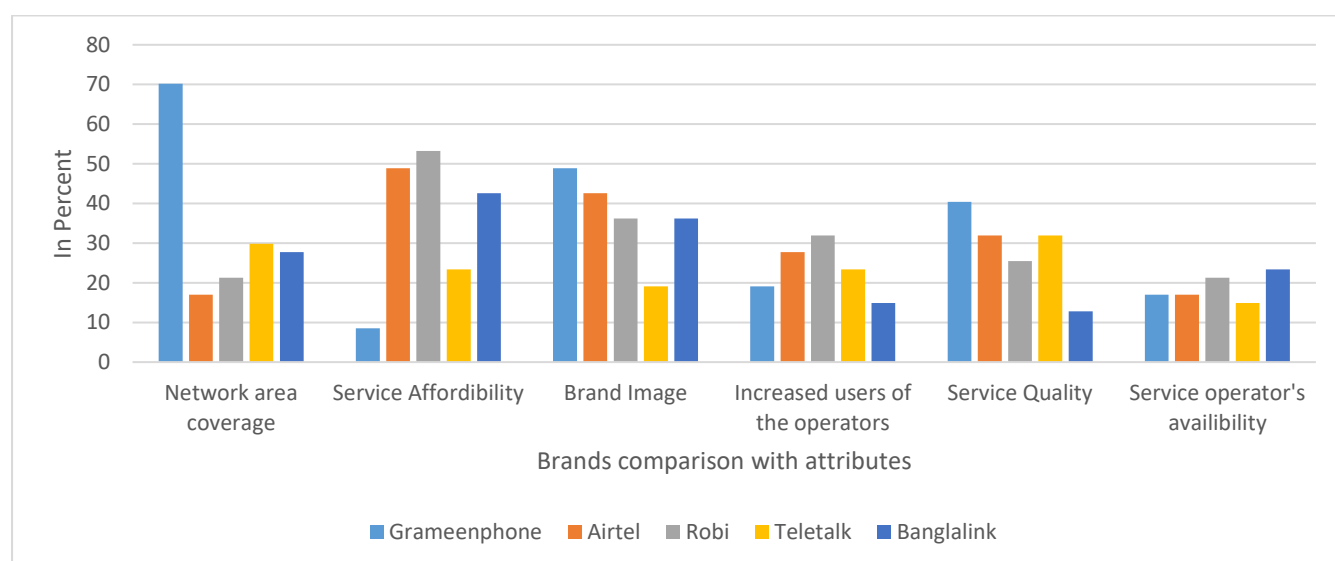


Figure 11: Comparison analysis chart

Attributes	Grameenphone	Airtel	Robi	Teletalk	Banglalink
Network area coverage	70.2	17	21.3	29.8	27.7
Service Affordability	8.5	48.9	53.2	23.4	42.6
Brand Image	48.9	42.6	36.2	19.1	36.2
Increased users of the operators	19.1	27.7	31.9	23.4	14.9
Service Quality	40.4	31.9	25.5	31.9	12.8
Service operator's availability	17	17	21.3	14.9	23.4

Table 1: Comparative Analysis of Telecommunication Operators

In this section, Grameenphone received 70.2 percent of preferences for network area coverage, but dropped shortly in terms of service affordability, with respondents believing that this telecom's services are more expensive than others. According to the results of the survey, Airtel received the highest score for service affordability and brand image. In this case, Robi is in a position where respondents believe that the service is reasonably priced, and this attribute received the most points (53.2 percent). While, Teletalk lags behind in terms of brand image, operator availability, and the increased number of users of this brand. Among all other brands, Banglalink has been rated as the most affordable. I've depicted an overall comparison that leads us to the conclusion that Teletalk lags behind in this competitive market. They provide high-quality service and network coverage, but they fall far short in terms of affordability, brand image, and availability of the operators' services. However, Teletalk also falling behind in the competitive market, but because it has merged with Robi and become a group, Airtel users are now considered Robi users as well, and they receive all of the same facilities and services from the operators.

3.7 Recommendation:

Based on the survey results, I believe Teletalk should concentrate on areas where it can compete in the long run. They have been providing a high-quality service for a long time, and their area coverage is also very good. As a result, I believe the brand should prioritize the following issues:

- ✓ **Branding:**

They should concentrate on developing the brand's image. Other brands, as we can see, are focused on brand building and connecting with their target audience on a regular basis. The other brands are highly focused on their branding on a regular basis. They are always trying to keep the brands on the top in the competitive market, whereas we don't generally see the branding for Teletalk on a regular basis.

- ✓ **CSR activities:**

Teletalk should increase and take responsibilities to fulfill different social problems. Other brands have taken on societal responsibilities, which are known as CSR activities, which help to emotionally connect with the general audience as well as increase brand image.

✓ **Operator availability:**

Operators are less widely available throughout the country, whereas other brands are focusing on customer service and customer center to reach the greatest number of people. The brands are heeding to show their availability in the different retail stores through hanging the banners, festoons, shop screens which contain the brands offers and existence of the identity in the specific retail shops to spread the information that they have the service available in the specific store whereas, we see a very less amount of banners or other things of Teletalk in the retail shops.

✓ **Expansion:**

They should broaden their services. The brand is a fully government-sponsored telecommunication provider. They have the advantage of rapidly expanding by offering services in a wide range of areas where general audiences can be of assistance at a low cost.

✓ **Adaptation as per the Trend:**

The Teletalk brand does not adapt well to market trends, which is critical for survival in a competitive market where customers must invest a small amount to switch services to other brands. The analysis shows that the primary audiences are between the ages of 15 and 20, who are mostly students, and the secondary audiences are between the ages of 21 and 30. In this case, telecom operators are focusing on consumers' needs because, as a result of the pandemic, these age groups rely heavily on internet services to attend classes, meetings, and office work. As a result, the operators offer age-appropriate packages. Grameenphone, Airtel, and Robi, for example, offer student packages that are both affordable and dedicated to a few platforms such as Google Meet and Google Classroom. They do, however, offer customized services for online meetings, in which the operators commit to providing a faster and smoother network for specific platforms such as Zoom meetings. The targeted audiences are drawn in by the offers and purchases and seek the best service provider to complete their tasks without interruption.

✓ **Engagement and promotional activities:**

The brand should plan engagement and promotional activities for current subscribers as well as future targeted audiences. Grameenphone and Robi, for example, have focused on young people who want to start their own businesses. The brands are encouraging them and creating a platform for them to gather crowd funding and launch their businesses. Robi has a project called "Robi Incubators" and Grameenphone has a project called "Grameenphone Accelerators."

✓ **Remind the audience about the brand's existence on a regular basis:**

However, there is a need to connect with the audiences not only to raise awareness of their new offers and services, but also to connect with the audiences emotionally, where promotional activities are secondary to attaching the audiences with real-life sentiments that the audiences associate with the TVC or advertisement. Grameenphone, for example, achieved a customer milestone by connecting with audiences through the TVC "Shopno Jabe Bari Amar," in which they only attempted to connect the audience emotionally with the brand.

✓ **Come up with new concepts and services for the existing customers:**

As a Teletalk subscriber, users should be able to take advantage of some additional benefits. Grameenphone subscribers can watch different streaming platforms by purchasing their offers for entertainment purposes, whereas Teletalk only provides streaming service for their own OTT platform called "Teleflix." As a result, the audience is narrowing as more people sign up.

✓ **Special services for the loyal customers:**

Teletalk should also focus on their loyal customers so that subscribers do not switch to other brands, as well as being a frequent or daily user to qualify for the rewards. Brands such as Grameenphone, Robi, and Banglalink offer rewards and points to loyal and frequent users of their products. They also offer discounts to loyal and frequent customers. The brands form alliances with various brands from various industries and offer discounts on the products or services of that specific brand. In this case, the partnered brand is also gaining audience preferences, and they are

recommending the brands to various customers to use the telecom service to take advantage of their offers and discounts.

✓ **Sonship of different public events:**

As a government-owned and operated service provider in Bangladesh, the brand is responsible for publishing all public exam results and filling out various admission forms via the operator's service. However, they should also concentrate on other areas that are important to the audience and targeted customers.

3.8 Limitations:

There are a few constraints that I encountered and considered to be roadblocks while preparing the survey analysis report. First and foremost, I am unable to maintain the respondent's full attention throughout the questionnaire filling process. As a result, there is some difficulty in obtaining actual data from respondents. Second, due to the pandemic, I only conducted an online survey, which is insufficient to conduct a proper survey. Furthermore, the sample population of my study is small, which I believe is also a limitation of my study. Next, the time allotted for preparing and analyzing the report was insufficient. Finally, I was unable to conduct the interview in person, which is critical because so much information can be gathered during an in-person interview, which is not possible online.

3.9 Conclusion:

I was able to answer all of the survey questions as a result of the survey analysis. Because the industry is so competitive in this day and age, I felt compelled to study consumers' attitudes toward the telecommunication operator services available in Bangladesh. However, I discovered that the operators are pursuing a highly competitive strategy to maintain their market position.

As a result, I conducted a survey to ascertain consumers' preferences regarding telecom operators, as well as which attributes elicit positive and negative responses from respondents.

I had set some goals for my survey analysis in order to reach a conclusion. So, my first goal was to find out what attributes' consumers look for in telecommunication service providers. As a result of analyzing the survey population's responses, I was able to obtain a more

detailed picture. Here, I was able to determine which brand is the most popular among consumers, as well as which attributes the audiences like about each brand. However, I was able to determine which age group prefers which operators, as well as the reason for their preference. My next goal was to determine which factors contribute to a less competitive brand in the industry. As a result of the survey, I was able to determine that Teletalk is considered the less competitive brand in the preference list of telecom service users, as well as the attribute for which the brand is lacking in the market. Finally, I have included some recommendations that I hope will assist the brand in regaining its position in the industry, as well as some strategies that the operator can implement to create brand value and image towards customers. To summarize, I was able to find the answers to my stated objectives, which resulted in a detailed view of the issue as well as the solution to the problem.

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Appendix

Survey Questionnaire

Age *

1. 15-20
2. 21-25
3. 26-30
4. 31-35
5. 36-40
6. 41 or Above

Gender *

1. Male
2. Female
3. Prefer not to say

Current Status of Employment *

1. Student
2. Employed
3. Both
4. Unemployed
5. Not prefer to say

Which Telecommunication service you prefer? *

1. Grameenphone
2. Airtel
3. Robi
4. Teletalk
5. Banglalink
6. Other:

Which attributes you like about Grameenphone *

1. Network area coverage
2. Service affordability
3. Brand Image
4. Increased users for the operators
5. Service Quality
6. Service operator's availability

Which attributes you like about Robi *

1. Network area coverage
2. Service affordability
3. Brand Image
4. Increased users for the operators
5. Service Quality
6. Service operator's availability

Which attributes you like about Airtel *

1. Network area coverage
2. Service affordability
3. Brand Image
4. Increased users for the operators
5. Service Quality
6. Service operator's availability

Which attributes you like about Banglalink *

1. Network area coverage
2. Service affordability
3. Brand Image
4. Increased users for the operators
5. Service Quality
6. Service operator's availability

Which attributes you like about Teletalk *

1. Network area coverage
2. Service affordability
3. Brand Image
4. Increased users for the operators
5. Service Quality
6. Service operator's availability