



Effectiveness of Promotional Strategy Of a Sub-Brand of Robi Uday Postpaid



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Letter of Transmittal

24 January, 2015

Mr. ShamimEhsanulHaque

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Subject: Submission of the report namely“**Effectiveness of Promotional Strategyof a Sub-Brand of RobiUdoy Postpaid.**”

Dear Sir

I am really grateful for your kind guidance and instruction to complete the internship report on namely“**Effectiveness of Promotional Strategyof a Sub-Brand of RobiUdoy Postpaid**”. I have sincerely analyzed the information and dedicated hard work in completion of this report.

This practice of preparing this report has enriched my practical knowledge with the theoretical concept. I have tried to reflect the practical application aspects with the report, which is complementary to the theoretical lessons.

If you need any further information to evaluate the internship report, it would be my immense pleasure to furnish you the same.

Sincerely yours,

.....

MD. Nahiduzzaman

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Acknowledgement

Over couple of years academic program of BBA has helped a lot to build up the theoretical knowledge about business administration, which is the base of practical knowledge. BBA internship program is an attempt to provide business students an orientation to a real life business situation in which we can observe and evaluate the use and applicability of the theoretical concepts, which were taught in the classrooms. My full concentration in this report was to describe the effectiveness of promotional strategy that they had taken for the new sub-brand.

Being an intern of Robi in market and operation department it was convenient for me to compute the report within the organization. I had to gather information and data from other unit such as; Product and Research Team. I was very lucky that I have got full assistance and co-operation from all of the departments.

As per norm this report is the requirement of the fulfillment of the internship program. This report "Effectiveness of Promotional Strategy of a Sub-Brand of Robi Uday Postpaid" is the outcome of completing internship prerequisite. I have prepared this internship report with the mentioned topic, which was supervised by my academic supervisor **Mr. Shamim Ehsanul Haque**, Senior lecturer, BRAC Business School.



List of Acronyms

- TVC: Television commercial.
- RDC: Radio commercial.
- BTL: Bellow the line activity.
- POSM: Point of sales materials.
- TG: Target Group.



Executive Summary

This report provides a comprehensive and strategic planning Robi. The report begins describing the company in a broad view. Then I have tried to present some important aspects of the company, like its mission, vision, various divisions of the company that is in total to provide a clear picture of the company Robi. I have also tried to provide a brief description of the organizational structure of Robi, as well as its achievements, CSRs etc. A SWOT analysis also has been included here.

The most important part of the study is the promotional strategy taken by one of the renowned telecoms Robi, for its product as well as a full description about the offer, also the reaction of the target group toward Udoypromotion campaign.

Finally, I have discussed about the main topic of the report, that is the promotional strategy that Robi had taken for its postpaid package, Udoy.



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Chapter 01

INTRODUCTION

1.1 Preface

The internship program is an educational requirement of BBA Program under an assigned bachelor of Business administration of BRAC University. Bachelor in Business Administration or BBA is a professional degree. BBS students have to do an internship program as a practical orientation to the workplace where he/she can blend the theoretical knowledge with practical work experience. I have been pursuing my internship program for the media project of the Brand and Market Communication division under the Market Operations Division of Robi (Telecom Malaysia International Bangladesh). I have chosen a multinational company for my internship program, which is one of the leading telecom companies of Bangladesh. I consider myself very lucky to work in the core marketing division of such a large company where I got the exposure to various marketing activities and decisions that a telecom org. can take in a highly competitive and dynamic business environment. My internship report is based on the experience that I have gathered through working in this organization.

1.2 Problem Statement

In the telecom world Robi at present is holding the third position. Here GP is the market leader and both Banglalink and Robi are followers. The most common thing among them is the strong competition they face against each other. So all the companies are trying to be competitive in their product and service which they are offerings. Also they spend a huge amount of money for the promotion purpose, as grabbing the largest amount of customer is beneath their main success and profit. As Robi had introduced its new sub-brand **Uday**, they had taken various promotional activities to introduce and to make it known to the potential or target customers. Hence they had taken different promotional strategy for this new offering. Being an intern in the Marketing Operation division, Brand and Market Communication unit I had decided to find out whether the promotional strategies for UDAY postpaid was effective or not in my internship report. So I can declare my topic as, *“Effectiveness of Promotional Strategy of a Sub-Brand of Robi “Uday (for its post-paid subscribers)”*



1.3 Objective of the study

This study paper concentrates on some specific objectives. They can be pointed out as,

1. To construct an overview of UDOY postpaid.
2. To find the feedback of customers towards TVC of UDOY postpaid.
3. To describe the various strategies that Robi had followed in its promotion of sub-brand UdoY that I have learnt while my internship period.

1.4 Literature Review

The various descriptions of the company can be easily gathered from the company web site and news portals. As well as daily telecom news that I get by e-mails is also a good source of news of various recent events of Robi and all other operators.

The Brand Book of Robi is also a good source of information about the various preferences that the company gives to its all divisions.

In encyclopedia, Wikipedia, there is a thorough discussion on Cell Phone & SIM business. From Cell Phone Operator's official website, all segment wise Package, tariff rates and current promotions is available to download. Market Leader Grameen Phone, Robi, Banglalink, Airtel, Citycell, Teletalk- all operators website avails most updated data by which the comparison among operators were possible to make.

Bangladesh Tele Regulatory Commission (BTRC)'s website also provides operator-wise monthly subscriber data since March '07; both Cell Phone and Land Phone. In BTRC website, there is also link of website of all the operators in Bangladesh.

Although the UdoY postpaid was launched in 2011, the concern team doesn't have any organized report about the offer, so I had to take a face to face interview of my team mates of the unit, Brand and Market Communication, as well as some other persons referred by them. And also the questionnaire that will be made for the help in research is certainly going to add extra value to the report.



1.5 Methodology

Research design

The illustrations of the objectives of the project above give an idea of the study. It is an exploratory research qualitative in nature. The main purpose of the research is to assess the effectiveness of promotional strategy followed by Robi for its sub-brand Uday, as well as the target group response on the promotional activities.

Sampling method

The required data for this research has been collected from the viewers of television ad of Uday. There wasn't any particular sample frame available for this research. So convenience sampling has been used, as it is also the cheapest and the easiest methods of sampling. The sample frame for this research is consisting of representative persons among the viewers. Due to time constraints the survey has been conducted in Dhaka city only.

1.6 Data Collection

For the purpose of the study data and information have been collected from both primary and secondary sources.

Primary Data Collection

Direct personal interview with the concerned people have helped me to gather all those information that I wanted. Also by doing this I could get only those information I needed, nothing extra.

Secondary Data Collection

Lion share of the gathered data is secondary. Secondary data was collected from company booklets, brochures, annual reports, major publications, newsletters, journals of ROBI and other existing documents relevant with the study, marketing books, and the Internet. Behind this data has been collected through BTRC and ROBI internal software.



1.7 Data Analysis and Report Presentation

After the data collection, data analysis has been performed using the acquired data, to evaluate the effectiveness of promotional strategy of Uday, postpaid; also the offerings, position, possibilities, competitors, recommendations of Robi. A SWOT and a PEST analysis have also been performed to describe their various factors into the market place. Results have been presented through descriptive formats. The final report has been presented as a written and formal document in the report presentation date. Meanwhile intermediates reports have been reviewed to make necessary adjustments.

1.8 Scopes of the report

The scope of the report is the product and promotion development activities carried by Robi Axiata Limited. The report covers details about the product services and promotional overview of Robi Axiata Limited. The main focus is on Uday, postpaid. However the study is only related to the Market Operation Division as I got an opportunity to work in this division.

1.9 Limitation of the report

1. The major limitation of this report is lack of clarification in many aspects of the organizational part as well as in the Industry Analysis part.
2. The data collection was full of complexities because relevant data sources were hard to find out. Also there are so many confusions because different types of websites sometimes provide different types of information on the same topic.
3. It is also a matter of fact that, proper or organized information are not available of UDOY postpaid to the necessary departments, and the available ones are very much confidential that the people don't want to disclose.
4. Another important factor was the time constraints. It was really hard for me to complete this report within a very short period of time.
5. Also I had to take a sample of few respondents as in case of broader prospect it would be too much costly and time consuming.



Chapter 02

TELECOMMUNICATION INDUSTRY OF BANGLADESH

In this era of globalization, communication has become the most significant factor. For this, telecom industry is playing the major role to change the lives of the people and their business. In a densely populated country like Bangladesh, telecommunication can play a vital role to boost the economy and social level of people. This sector is poised for rapid growth in the coming years. Moreover, the efficiency of other businesses has already increased because mobile phone has become easily available in these days due to the government's decision of deregulating the telecommunications sector, which had been a state monopoly until the late 1980s. Privatization of the telecommunication sector began in 1989, when Sheba and BRTA were awarded 25-year licenses to install and operate fixed-wire lines and wireless services in rural areas. The same year, Pacific Telecom Bangladesh got the Government's permission to launch the country's first cellular phone and paging service sold under brand name CityCell in collaboration with a Hong Kong based company. The company targeted only the higher class of the society. During that time price of mobile was above Tk 50,000/-. Naturally, the growth of the industry was very slow. CityCell had a virtual monopoly until 1996, when the government gave licenses to three more companies to operate cell phones in Bangladesh. So the government decided to bring more companies in the market and break the monopoly.

After a careful evaluation, Bangladesh government decided to provide three licenses to GrameenPhone, Robi, and BanglaLink). CityCell is using the CDMA (Code Division Multiple Access) technology. GrameenPhone, Robi, and BanglaLink are using GSM technology. GSM is the most popular mobile telecommunication technology in the world. About 60% of the cell phone users of the world use GSM technology. These three new companies entered the market, not only helped to cut back the over-dependence on BTTB's fixed-line system, but also made mobile phones cheaper and easier to get. A definite development has been observed in the business market with comparatively high expectations. Customer maturity and anticipation regarding technology has increased over time. Rumors regarding new entrants have groomed expectations in the market. Consequently, people are expecting cheaper handsets with lowered airtime.



Chapter 03

COMPANY OVERVIEW

In order to get on with the rhythm of the modern world, infra-structural development of the telecommunication sector should get the priority. As a consequence, Robi Axiata Ltd. one of the pioneers not only in the telecommunications private sector of Bangladesh, but also is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. With a mission to meet the communication needs of the people of Bangladesh, Robi Axiata Ltd. formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name of Aktel. Later, on 28th March, 2010 the company started its new journey with the new brand name “Robi”.

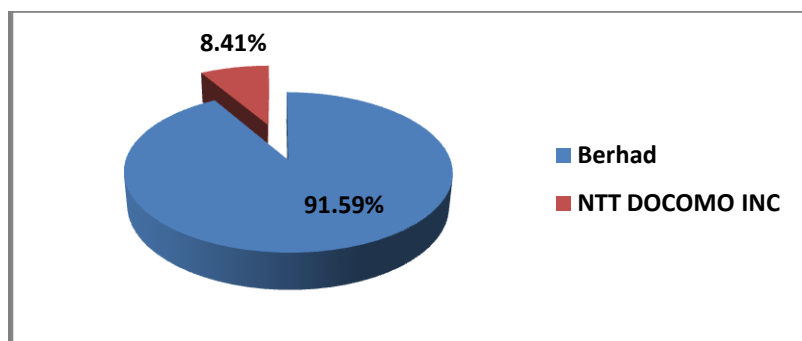
By serving the urban dwellers and rural people simultaneously, Robi is going to fulfill the country’s vision to make communication a basic necessity and with the reach at all levels of the society. Sharing Robi’s experience and expertise with people of Bangladesh will not only assist in the development of the telecom infrastructure in the country but most importantly the people of Bangladesh remains connected and closer with each other.

Robi is truly a people-oriented brand of Bangladesh. Robi believes in ahead with innovation and creativity. The company is providing the telecommunication services to support national telecommunication policy for a higher rate of telecommunications ratio and coverage in Bangladesh. Robi is committed to provide warm, friendly approachable service to its valued customers as well as mass society. Robi services its subscribers with the philosophy of the excellence with the limited interconnection.



Shareholdings

Axiata (Bangladesh) Limited is a Joint Venture company between Axiata Group Berhad (91.59%) and NTT DOCOMO INC. (8.41%).



Axiata Group Berhad

Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 50 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange (Bursa Malaysia).

NTT DOCOMO INC

NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 53 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life.



With cutting edge technology and innovative services, DOCOMO is fast becoming a preferred lifestyle choice, continuously expanding its role in its users' lives, growing globally throughout Asia, Europe and North America. NTT DOCOMO INC is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges.

3.1 Vision

“To be the most preferred GSM cellular provider in Bangladesh”

3.2 Mission

To provide total customer satisfaction the company strives to become the most preferred GSM cellular service provider in Bangladesh. Robi wants to provide its customers the best quality service in terms of:

- ❖ Trusted technology around the world.
- ❖ Wide coverage with digital clarity.
- ❖ Digital security with peace of mind.
- ❖ Various choices of value-added features.
- ❖ Better customer service-not just promised, but delivered.
- ❖ Competitive rate and better billing.

The Business Slogan

Robi promises that they are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services. Their main motive is to, **EMPOWERING YOU**. And they have chosen the business slogan:

“Jole Uthun Apon Shoktite”



3.3 Objective

- ❖ Total commitment to the needs of customers
- ❖ To follow the highest ethical standards
- ❖ Permanent improvement of all the employees' knowledge and skills
- ❖ Securing the quality of the service to match the quality of service offered by the world's most successful companies in the field
- ❖ Preserving the company's leading position in the national market of mobile telecommunications.

Robi's Guiding Principles

No matter what they do to realize their purpose, they hold ourselves accountable to the following Guiding Principles that pave the way for them:

Creative: They apply out-of-the-box thinking and challenge traditional concepts. Robi is open to new ideas.

Open: Robi share information freely. They communicate directly across hierarchies.

Respectful: Robi treat everyone equally and they allow people to express their thoughts and opinions.

Ethical: Robi has high moral, upright, honest, righteous, virtuous, honorable, keeping their promises in all they say and do. Robi clearly align to their internal and organizational Code of Ethics and Code of Honor.

Simple: Everything Robi do and say should be simple and easy to understand.

Passionate: Robi go to extra mile to do the best they can.

Ownership: Robi clearly demonstrate individual and collective ownership. Making mistakes is a part of daily business as it is a part of daily life- as long as they own up to it easily.



Relationship among different Divisions & Departments

An organization is like complex machinery consisting of different parts. Different functional divisions and departments are the different parts of this organizational machinery. Therefore, to make an organization a success, the divisions and departments must work accordingly. In Robi all the divisions and departments are closely tied with one another. Sales unit makes sales forecast, identifies market's potential opportunity and sends it to the technical division for doing the plan for new coverage area. These two divisions jointly plan for increasing the coverage area. If there is any complaint regarding the networks Customer Relation Management unit informs it to technical division for solving it. Again Customer Relation Management Unit informs marketing division about the problems and suggestions regarding the products and their selling procedure.

Robi – Served Market

Robi is providing the service using GSM 900 technology. Although their transmission quality is not questionable to the consumers, they are behind in terms of network coverage in the countrywide. They have 160 characters SMS interconnectivity with GP and BanglaLink. Besides having the business and family consumer functions, Robi has information services for their subscribers. But it is not that much intensive like GP. To enhance the post-paid subscriber base, in July 2011 the company launched a new package named 'Udoy' with zero line rent and also redefined the regular post-paid package to attract more customers to subscribe to Robi post-paid connection. Primarily Robi focused on the business users in Dhaka and Chittagong. By different offers Robi tries to spread their focus on other customer segments. Robi has been increasing their students and family subscribers. Among all the mobile operators in Bangladesh, probably Robi has the most strong corporate customer base. Many organizations have been associated with Robi. Robi also offers this segment with attractive call charges. The offers to different companies vary.



Network Coverage

Robi network covers all the 61 districts of Bangladesh, and with the first intelligent network (IN) pre-paid platform.



Legend: This color legend under Robi Network

Figure: Network covered over Bangladesh



Subscriber Growth:

From the statistics it has seen that the number of subscribers of Robi is increasing day by day. And at this moment Robi surely have a satisfactory number of subscribers. But still they have to continue hard work to increase the number so that they can become the market leader and achieve all Robi's future visions.

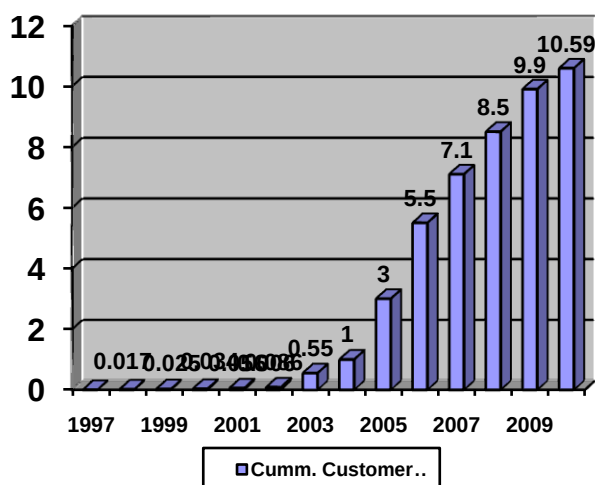


Figure2. Subscriber Growth of Robi

3.4 Achievements from 2010 to 2013

- ❖ Robi Axiata Limited has been awarded as the 5th Best Employer of the Year at the 22nd World HRD Congress, 2014



- ❖ Robi Axiata Limited, the leading mobile phone operator of the nation, has received “Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR” in 2013
- ❖ Leading mobile phone service provider Robi has been re-assessed and rewarded with ISO 9001:2008 certification. Robi received this internationally renowned Management Standard after complying with all requirements.
- ❖ Robi wins coveted Frost & Sullivan Award, 2013



Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year".



Other Achievements in 2012:

- ❖ Crossed the landmark of 2 core (20 million) subscriber base.
- ❖ Reassessed and rewarded with ISO 9001:2008 certifications.

3.5 Corporate Social Activities (CSR)

As a socially responsible corporate, Robi has in place an extensive CSR program aimed at contributing to social uplift and environmental upkeep. With the vision of enabling opportunities to improve lives, Robi drives its CSR activities in the domain of Health, environment ICT education. Being committed to address societal needs, it has various outreach activities across the country.



- Robi organized ‘Konthe O Tulite Bangladesh’ contest (Wednesday March 31, 2010)
- Robi initiates health camp at Rangpur for underprivileged women (Wednesday March 07, 2010)
- Robi Axiata Ltd. was besides the cold affected underprivileged people of the city.
- Robi Axiata Ltd. pledge for ‘Healthy Women, Healthy Family’ (Sunday March 08, 2010)
- Robi Axiata Ltd. donates sewing machines for the underprivileged women (January 31, 2010)
- Robi stood beside the cold affected people of Northern region in 2013



- Robi Axiata Ltd. & The Daily Star have jointly initiated English in Schools (EIS), a language learning program to promote English language learning at secondary schools across the country.
- Robi Axiata Ltd. had taken various initiatives in Bishwa Estema 2008.
- Robi Axiata Ltd. organized debate championship 2008 in Chittagong.
- Robi Axiata Ltd. joined hands with SEID trust rehabilitate children with disabilities especially intellectual and multiple disabilities into mainstream society and to facilitate activities directed towards ensuring the rights of such children.





Chapter 04

INDUSTRY OVERVIEW

4.1 Market Players

In this competitive market, all the companies are adopting different policies to draw the customers towards then offering so many varieties of products & services. Currently, GrameenPhone is the market leader with almost 43% subscribers. Robi is holding their position in the Third (18%) place and trying hard to become the market leader. BanglaLink (28%) with their aggressive marketing strategy is creating chaos in the market through price war. TeleTalk & CityCell are struggling in the market to hold their positions, as both the companies need to concentrate on their product development and marketing research activities.

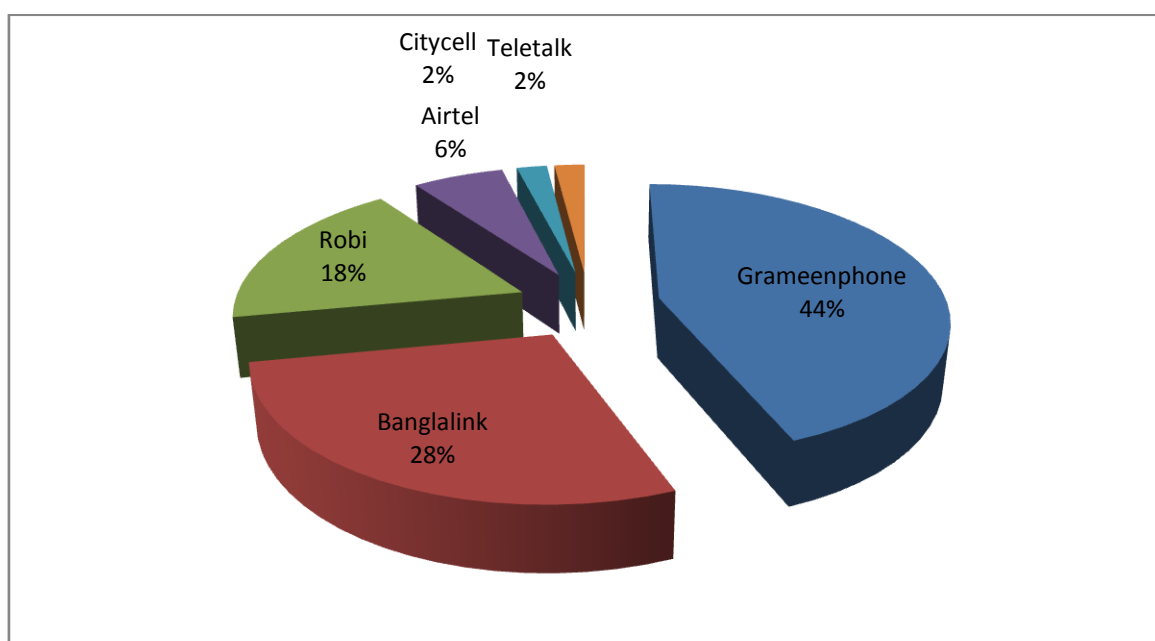


Figure: Market Share of the Companies Currently Operating in the Market



4.2 SWOT Analysis of Robi

SWOT analysis is essential in order to determine the present standpoint of the company. The following in depth analysis will provide us with an overview of Robi's strengths, weaknesses, opportunities & threats in detail-

Strengths of ROBI:

1. Joint Venture helped to diversify risk:

ROBI is a brand Axiata Bangladesh Ltd. (AXB), which is a joint venture of NTT Docomo, Japan and Telekom Malaysia Berhad of Malaysia. NTT Docomo, Japan and telecom Malaysia Berhad comprise 30% and 70% of equity capitals respectively in this joint venture. This venture has contributed both the companies to advantage of risk diversification.

2. Foreign Knowledge Generation in the company:

The top-level management of Axiata Bangladesh Ltd., by and large, consists of foreign personalities. Most of the departmental heads are from Malaysia, Japan, and Sri-Lanka. Because of this mix and match of local and foreign expertise in the company, there is a blend of knowledge that exists within the company and has proven to be an asset over the years. Moreover, the generation of foreign knowledge in the company has enabled the company to competitor internationally.

3. Strong Brand Image

One of the biggest strength for Robi has been its strong brand image. Rebranding campaign of Robi was a huge success. It operates under the brand name 'ROBI', which is one of the most dynamic end-to-end countrywide GSM mobile communications solutions brands. Under the stewardship of Axiata Group, ROBI is one of the fastest growing mobile communication brands offering comprehensive range of solutions to more than 10 million subscribers nationwide. Today, ROBI boasts of the widest International Roaming service in the market, connecting 440 operators across 185 countries.



4. Unique & Innovative Product & service Offers:

ROBI has a well-known reputation for being “The first ever” in the country. It has always tried to bring something new and exceptional in the market. There are countless services, which are bought by AXB under ROBI brand. Some of the outstanding services are: E-fill, plus offer, GPRS (Mobile Internet), greeting Message ((Fun dose), Buy one get one free offers etc. By providing distinct services, ROBI has achieved the Status of “Fast Mover”. The company’s ability to come up with Innovative products over the years has been second to none. Its first ever introduction of 1 second pulse in Postpaid & 10-second pulse on prepaid Exceed Package in Prepaid, previously Joy Package in Prepaid clearly targeted towards couples have been truly outstanding & worth admiring. Moreover, Robi has recently launched “1 Second Pulse” offer for the pre-paid subscribers. In recent time, it introduced “Robi Call Blocking Service” for the first time in Bangladesh, which allows a customer to decide from whether to receive calls from a specific no or block the number from accessing the customer. Moreover, it was also the first mobile company in Bangladesh to launch “Balance Transfer” for Post-paid customers, which helped the postpaid customers to transfer balance to Prepaid numbers whenever they required.

5. Friendly Corporate Culture:

The corporate culture of ROBI is famous for being friendly and positive. The company has a “Thursday dress code” for the employees. It also assembles money from every employee to have tea-break snacks. There is a pleasing synchronization among the staffs, which has built a positive corporate culture.

6. Easy entrance to foreign market:

ROBI has joined venture with a prominence Malaysian company, Telecom Malaysia Bernhard. At the same time, operating in an aggressive market has enabled the company to become very



competitive. These attributes have permitted the company to have an easy access to foreign market and compete with foreign rivals.

Weaknesses of ROBI:

1. High employee turnover rate:

One of the biggest setbacks that have hurt Robi badly in recent time is their high employee turnover rate. The company has been struggling big times to retain the services of quality employees both in executive & managerial level. As there are four major players operating in the market, it is apparent that each company will try to draw employees from other companies by offering better incentive-packages. This practice has created a high employee turnover rate in ROBI every year; lots of competent workers leave their company to join other companies. These have created a major crisis, as ROBI cannot implement any effective long-term strategy. For example- in year 2008, about 20-30 stuffs have left for ACI and the loss in terms of knowledge and expertise and have hurt the company big times.

2. Poor network coverage in rural areas:

Presently ROBI has network coverage in 61 districts. However, most of the upazilas of these districts do not have the coverage. Therefore, despite covering main districts of the country, ROBI users in rural areas do not get the frequency at satisfactory level. Customers are always with relentless complaints especially to Helpline regarding the network problem they face with using Robi and despite offering much better products & services, Robi's progress in recent times have somewhat with limited with their aging struggle to come up with quality network coverage.



3. Poor recruitment policy:

Even though, ROBI attracts skilled workers from renowned academic institution all over the country, because of its poor recruitment policy, many undesired employee are hired over desired ones. Sometimes people with objectionable background are hired & sometimes right are not hired in right positions. Moreover, it recent times, even though the company might have started to recruit from their existing employees for vacant position via “Internal Job Advertisement” but in reality the positions are preoccupied by influential and less caliber people via internal corruption and this has certainly added to the frustration, dissatisfaction and deprivation of more deserving & potent candidates. Recruitment through third party is another dissatisfactory issue among the concern employees.

4. Dealer Insufficiency:

ROBI has only 224 authorized dealers & 2 distributors, which is insufficient for a company-covering network in 64 districts. As a result of inadequate number of dealers & distributors, there is high possibility of gray marketing. If SIM or scratch cards of Robi pass on the hands of unauthorized dealers, it would be very difficult for the company to maintain a consistency in price & quality.

5. Low no of Customer Care Centers

Even though Robi has been noted for its supreme Customer Service but the company has been far behind in establishing Customer Care Centers in every district of its operations. Currently Robi has only 21 Customer Care Centers all over Bangladesh compared to Grameen which has 82 Customer Care Centers all over Bangladesh with many more shops in different regions opening soon More so, it is also lagging behind compared to Grameen in terms of customer service desks and currently Robi has 224 RSP's (Authorized Dealers) while Grameen has more than 600 customer service desks and service quality of the RSPs are not up to the mark, which creates dissatisfaction among customers.

6. Lack of Promotional Activities



One of the major weaknesses of Robi over the years is its lack of Promotional Activities. The company hasn't been inclined to go for aggressive Marketing & we do receive high complaints from customers end about Robi's lack of promotional activities especially in remote areas of Bangladesh. Starting from Billboards to circulating leaflets, sponsoring major events- Robi have struggled big time compared to Grameen & Banglalink and even been outsmarted by Citicell & Airtel. Moreover, the recent ads of Robi are not that innovative and informative compared to that of Grameen, Banglalink, Citycell & Airtel.

Opportunities of ROBI:

1. Incapable public sector:

The public sector in Bangladesh is not capable of meeting the market demand of prospective phone user. In addition, the lengthy and bureaucratic process of public offices has discouraged people to use T&T and public mobile phone (Tele Talk). For these convenience systems, people in our country have adopted private mobile phone services as an alternative. This is a great opportunity for ROBI to grab this huge market of prospective phone user.

2. Growing population income:

According to World Bank source, the disposable income of people in Bangladesh is increasing every year. In addition, Bangladeshi market has high mobile phone acceptability. Both the factors are fostering the fact that, Bangladesh is a potential market for mobile phone companies which has been a lucrative opportunity to build more stronger customer base

3. Changing Lifestyle

One of the major reasons for the wide spread importance of mobile phone and SIMs in Bangladesh for the last 5-10 years has been the changing lifestyle of our people. Now possessing multiple SIMs of different operators have become a custom and a part of status symbol which has given the mobile



connection operators with ample scope to increase their customer base as people are more inclined to buy and possess multiple SIMs even though the purpose could have been served by one sim of only one operator.

4. Huge Untapped Market

Even though it may appear to us that, now a day's every single person has a mobile phone and multiple SIMs but in reality the mobile operators have failed to cover even 50% of our total population and there still exists a huge opportunity to turn this nonuser group to first time users and then to long term users. The mobile phone operators in days to come will have to fight even vigorously among themselves not only to retain their existing customer base but also to win these highly profitable first time user groups to make a strangle hold of the competition and the industry. More focus will be on frequent price cuts, free SIMs, non-price competition, product proliferation, capacity control etc.

Threats:

1. Widest Coverage of Grameen Phone:

Grameen phone has network coverage in 64 districts (similar to Robi), as ROBI Yet GPs coverage is better than ROBI, as GP covers all upazilas & rural areas. On the other hand, ROBI provides network only in the city areas. Because of the availability of network, GP has a superior brand image to people. This is of course a threat to ROBI. Moreover, Robi is even struggling to keep up with Banglalink which didn't have such strong network base even a year before but the company has improved big times in recent times possessing more threats for Robi in losing their customer base.

2. Political Instability & Natural Calamity:

Bangladesh is called “red-zone” in terms of political risk. The instability of administration has resulted in unstable regulations. With the change of governments the regulations also changes possessing more problems for these foreign operators to do businesses in an unstable country like Bangladesh? This volatility has hindered ROBI from making a long-term effective strategy. At the



same time, the country also has a high natural calamity tendency. Natural catastrophes damage the network towers situated in different districts of the country, which not only results in damage of millions and millions of dollars but also creates terrible inconvenience and difficulties for the customers.

3. Recession in the economy:

Mobile phone is still considered as a “luxury” in Bangladesh rather than a necessity. Being one of the poorest nations in the world, the risk of recession in Bangladesh is very high and frequent. During the recession, people will be more reluctant to invest behind luxury items such as mobile phones coupled with the trend of increasing trend of inflation and high rise of cost of living, people of Bangladesh at one time may find it next to impossible to keep mobile phone and use sim which ultimately will hurt the major sim operators big times.

4. Continuous Growth of Major Operators

Not that long before, the mobile industry was dominated by only two major players- Grameen & Robi. However the scenario has changed dramatically especially in last 1-2 years as Banglalink has outstripped Robi and the company is now struggling to regain its lost position. Robi has failed to keep pace with Banglalink’s aggressive marketing strategy in recent time and the growing customer base of both Grameen & Banglalink and gradual emergence of Airtel means Robi will keep on facing relentless pressure from the major rivals in days to come.

5. Existing competitors in the market:

At present, there are five private and one public mobile phone operators operating in Bangladeshi market. All of the private operators are aligned with foreign companies. These companies are following aggressive marketing strategy & the level of rivalry in the industry is very high. The



companies are trying to bring new & attractive offers every week at a striking price level. This high intensity of competition in the industry is a major threat to ROBI.

6. High bargaining power of buyers:

One of the major concerns that have affected the profit potential of major operators in Mobile connection industry is the high bargaining power of buyers. With virtually zero costs as SIM are even available almost free of cost, a customer can easily switch from one operator to another and can dictate terms as the customers are always on the lookout to make comparison related to tariff, value added service, free talk time and others with the competitors and force the operators to play second fiddle.

7. Optimal expectation of price & quality of customers:

With changing lifestyle and more exposure to advanced technology and cable channels our customers have become much more sophisticated, conscious and knowledgeable and are not ready even to compromise a single penny without getting the optimal price and quality combination from the mobile phone operators. With the emergence of 3G technologies, GPRS, the vast sea of knowledge, information and entertainment are now all compact in our mobile phones and with the rapid advancement of 3G technology, we are living in a world of continuous change and up gradation where things which seem innovative today can very easily become obsolete tomorrow.

Chapter 05
PROJECT PART

Effectiveness of Promotional Strategy of a Sub-Brand of Robi

“Udoy(for its post-paid subscribers)”





5.1 Introduction

Usually mobile companies offer two different types of call packages, they are Post-paid and Pre-paid. Both the customers of post-paid and pre-paid have different needs and behavior towards the product. So the companies do make their product and offers according to the target customers. Some differences can be pointed out between these two types of customers. They are,

Post-paid Customer	Pre-paid Customers
They are solvent economically.	Less solvent peoples
Less price conscious and more service conscious.	More price conscious and less service conscious.
Age range is 25 and above.	Students are specially target customer.
Offer to specific class or people.	Offers for mass people and students mainly.

Robi, the third largest mobile phone operator in Bangladesh had launched a new Post-paid package named *Uday*. Unlike other post-paid offers it is also different from the pre-paid packages, are for specific class of people. But these new product is different from the earlier post-paid packages offered by Robi.

5.2 Robi Uday in Details

Robi Axiata Limited on 30 July, 2011 had launched the new sub brand “Uday” for its post paid subscribers at a city hotel. This new brand was designed to provide relevant and customized solutions for enterprises and individuals, supported by unparalleled customer service together with lifestyle benefits.



Keeping customer convenience in mind, Robi had transformed its network, introduced dedicated customer service channels, and introduced home delivery of products. It is also supported by unmatched and very attractive call charges, which includes,

- 10 FnF numbers to any operator,
- 1 second pulse to any call, no line rent, and
- Free e-itemized bill.
- New subscribers will also enjoy unlimited SMS and MMS for 1 month.

Michael Kuehner, Managing Director & Chief Executive Officer of Robi Axiata Limited, at the launching program stated that,



“Robi Uday is the bold example of our focus on empowering people of Bangladesh. This is created to enable the entrepreneurs of future Bangladesh”.

Bidyut Kumar Basu, the Chief Market Officer said,

“The new journey we are commencing is centered around our customers of today and of the future. All actions are based on the insights received from customers, and future actions will also be done accordingly to keep most relevant and enabling solutions available”

The available offer for this package is,

Price: BDT 299

Activation Benefit:

- 1 sec pulse any call
- 10 FNF any operator
- No line rent
- No usage condition
- Credit limit BDT250
- Free E-Itemized Bill

Condition:

- 15% Vat will be applicable for all charges
- 15 sec pulse will be applicable for IDD calls
- Above Tariff and benefits is also applicable for reactivated customers.

5.3 Why it is Called Sub-Brand of Robi?

Sub-Brand is actually called to those brands that are different from their mother brand. **Uday** is being called a sub-brand of Robi, rather calling it only a post-paid product of Robi. This is called so because,



Firstly, this product had been offered to a specific class of people and all its designs and promotions have been done for that specific class. This offer was presented for those people who have just entered into the career life or just in the middle of it that mean people who are ready for life. This product has the motto of Empowering People, especially who is conscious about the career of future right this moment.

Then, Uday is different from the earlier post-paid offered by Robi, because it has a promise toward the customers, but the previous packages didn't make any promises to their customers.

5.4 Promotional strategy of robu for post-paid:

For the postpaid packages Robi usually does a research to its existing and probable customers and then plans for the launch of a new product. As postpaid are for specific class of people in this case, specific and special research was done by them. They started doing promotional campaigns before the launch of the product to make the people aware about the product. Often they arranged for movie of fairs where their SIM cards will be introduces with their benefits and with some concession or gifts they were sold to interested customers. Many times Robi arranged for Question and answer session with their customers, where they directly communicated with the customers, listened to their wants. Often in these sessions they directly promoted their products and tried to sell them. In these types of sells they offered Panjabi, t-shirts, box, diary etc. to its customers. As mentioned earlier post-paid offers are for specific group of people who are actually solvent enough, that's why promotions in various universities or to mass people were not done for post-paid packages.

5.5 Promotional Strategies for Uday



Through the introduction of Udoy, Robi had tried to give its post-paid customers something really new and more convenient. A product that will make the use of mobile phone more efficient and with more service facilities. Robi has seen a great increase in the number of its customers after launching of this new sub-brand. Besides the product offer the promotional strategy that they had taken for this new product has helped them in a greater way. Before introducing Udoy Robi has done a broad research on its existing customers and potential customers. From the research they have come to the result that,

- 99% of its post-paid customers are from age 25 to 44
- 4% are above 45,
- And only 2% are among the youth.

So they had selected their customers within the age of 25 to 44. But they have offered the product differently, especially for those who were starting or ready with their career. Starter, entrepreneur, teacher, self-owned little business they are the main target customer of Udoy post-paid.

Keeping in head the target customer, for the promotion of Udoy, Robi has done 360 degree campaign. These huge campaigns though have cost a lot, but have also helped Robi to grab a great number of customers.

5.6 what is 360 degree campaign?

360 degree campaign is such a promotional campaign that includes all possible ways of promotion for any product. It includes both the Bellow the line and above the line activities.

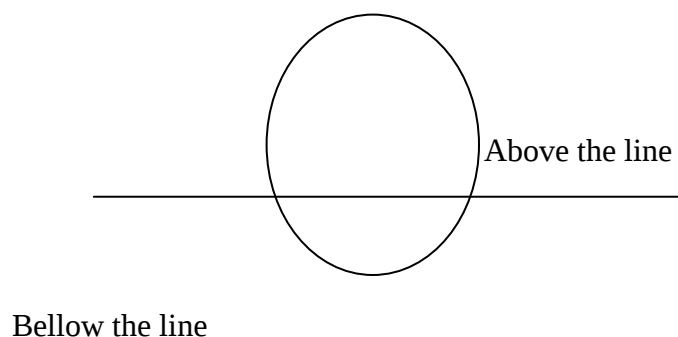


Fig: 360 degree campaign for *Udoy*



So the 360 degree campaign includes all the media coverage. They are,

- TVC
- RDC
- PRESS
- BTL
- WEBSITE
- POSM

This campaign is discussed broadly at bellow

TVC

Though almost all the channel have shown ads of Udoy post-paid, but some have more exposure than the others. In that case, the channels that have been mostly targeted are,

- ▶ ATN,
- ▶ NTV,
- ▶ Channel I
- ▶ Bangla Vision
- ▶ ETV

As per the research it has seen that these channels are the most viewed channels, so these channels have been selected for most of the ads. The other channels like, Diganta, RTV, Boishakhi desh tv etc. have also been chosen for the adds, but in these channels TVCs has gone only between various specific TV shows.

But, BTV is the only channel where no adds of Udoy has gone, as it's a postpaid package, and most of the BTV viewers are from village and low income family, BTV has been cut from any add providing.

The time range has been chosen between 8:30pm to 10pm. As this is the prime time of viewers of the target customers, this time has been chosen for the most number of ads of Udoy.



RDC

The radio channels have also been reached for the promotion of Udoy. All most all the radio channels have broadcasted the ads of Udoy, except the Bangladesh Better, and the reason is same as the reason for BTB.

For RDC the time line has been chosen the morning and the evening time. As at this two times people go to office and come back to home. As they are on the road, most of the people listen radio during these two times. So these times are the prime time for the advertisement in radio.

News Papers

Before choosing the newspaper the product team had done a research of most reading papers as well as papers read by the target customers. After doing this research some papers have been chosen as main for ads, they are,

- Prothom Alo
- Amar desh
- Jugantor
- Kaler kontho
- Doinik Ittefaq
- Daily star
- Financial Express

Press

The promotional activities have also been done on various newspapers and magazines. But both the press media has been chosen based on the research and their bulk deal with Robi. Usually For the first week after the launch of Udoy full page ads were given, but from the second week half and quarter page ads are given. Not every day all the papers contain the same ads, this can make the probable customer bored, so the ads come in one paper in one or two days gap.



Regional newspapers have not been chosen for the ads of Uday, as these papers are cheap and mostly read by rural people, through ads into these papers Robi cannot be able to reach its main target customer for Uday.

Magazines:

Magazines that are read by the most potential customers had been chosen by Robi marketing team. As it is a postpaid package, so most of the magazines selected are posh in nature. These magazines are,

- Brand Forum
- Ice Today
- Life Style
- Charbela Chardike

As mainly professionals or upper class people who are more service conscious and less cost conscious are the readers of these magazines who are a good potential customer of postpaid package, that's why these magazines had been chosen. On the other hand, Robi has bulk deal with these newspapers and magazines.

BTL

For the promotion of Uday, Robi had posted a huge number of billboards of different sizes. Though in all the divisional headquarters the billboards are being posted, but Dhaka and Chittagong had been selected for the most of the numbers of billboards posted, as these two cities are most important ones for all the economic activities and workers of every level in Bangladesh.

Reasons for choosing some places in Dhaka city are being pointed out at below:



- **Rampura Bridge:** As this is a very busy way which most of the people use every day to go to their work, these place has been chosen.
- **Bijoy Shoroni:** This is busiest road in Dhaka city. All most all the people of Dhaka use this road every day. So this road has been chosen.
- **Dhanmondi:** Roads of Dhanmondi is also being used by a great number of professionals, so billboards in these roads can easily catch the eye of the potential customers.

So it is being seen that mainly all the busy roads, which are used by the most of the working people and potential customers of Uday have been chosen for billboards.

Website

Uday ads have also gone to various website. This way ROBI had tried to reach the potential customers who spends most of their times in the internet. These selected websites are,

- **bdnews24.com:** As most of the viewers of this website are job seekers and information oriented, so here many potential customers of Uday can be reached.
- **Website of Prothom Alo:** As this website is one of the most visited website, so ads have also given into the website.
- **banglanews.com:** As this website is mostly visited one as well as most of its visitors is starter or professional level people, so this website has been chosen.
- **Facebook:** Web ads have also been given into the Facebook. As Facebook has become a big social website this is certainly a great way to reach the target customer. Also in the Robi's Facebook account, ads have been given of Uday.
- **Twitter:** In Robi's twitter account ads have also been given.

POSM



Robi had also done promotional activities for its existing customers to migrate them into Uday post-paid. Also have influences them to migrate or Buy Uday SIM by offering various lucrative benefits. Such as,

- Posters and lift lets have been posted and given to the customers who have come to Robi Walking Centers.
- Arrangement for different booth for the Uday subscribers has been done. The customers of Uday get priority service, and for bill payment or other services they just don't need to wait for long.
- In case of calling for assistance in the call center, Uday subscribers get the benefits of free sms and free call charge. Again for being the postpaid user, they get priority service.
- They also get extra cares from various places, like discounts in Apollo hospital and in hotel Seagal and so on.

5.7 Difference between the promotion of Uday and other Post-paid packages

Uday has been offered with different benefits to its customers. Again the customers are not same as the previous post-paid. The previous post-paid customers were very much high level people or mass people or other. But the Uday customers are neither mass people nor very much high class people. They are actually the ones who have just started their career or in the middle of the career. This package had been introduced to facilitate the empowerment of the potentials. So this package is called a sub-brand of Robi and was being promoted to a specific class of people. And for that all its promotion strategies have been chosen keeping this in head.

5.8 Future Plan for Promotion of Uday Post-paid

Currently the marketing team doesn't have any new promotion plan for Uday post-paid. They are working on doing all the present promotional activities more effectively. But they have a plan of doing direct question and answer session with its customers to get feedback about the product. And they have also designed T-shirts, Panjabi, and Bags for the customers of Uday. All these stuffs contain the logo of Uday.



5.9 Summary at a glance of Uddoy

ELEMENTS	AREAS TO BE CONSIDERED
Brief Info	Re-define Robi Postpaid brand promise
Objectives	Position Robi Postpaid brand as purposeful and inclusive brand to empower the entrepreneurs (micro to large) of future Bangladesh.
Target Audience	- Existing and potential postpaid customers - Communication need: Seamless communication at fingertips - Age: 25+ - Profession: Self-employed / Salaried Professionals and businessmen - Personality trait: Modern outlook, Interested in Self-enhancement, Takes pride in family/organization/country.
Competitors/Other participants	- GP business solution / Ekta - BL SME
Design and Concept	Highlight empower the entrepreneurs
Product features and offer duration	3 months campaign 1st Phase - To inform people about Robi Postpaid: - Re-define postpaid promise – empower entrepreneurs 2nd Phase - To inform people about the benefits of Robi Postpaid - New tariff - Lifestyle benefits - Uninterrupted service with Auto Debit - Unlimited Internet facility - Free insurance - Priority booth for customers in WIC
How will we define success	- Increase customers top of mind - Increase sales - Increase RGB
Tone & Manner	- Catchy, easy understandable, Innovative - Brand Personality: Smart, Motivated, ‘Win-win’ - Brand Values: Honor, Commitment - Brand Essence: The Postpaid connection that values relationship and empower entrepreneurs



Mandatory	Highlight empower the entrepreneurs
Schedules and deadlines	Tentative launch: June 20, 2011
Media-mix	ATL, BTL
Agency Deliverables	• Brand name, TVC, RDC, Creative to be used for press, desktop, website etc. • Indoor and outdoor creative.
Budget	Reasonable amount of budget need to be approved for a 360 degree campaign.

Chapter 06

PROJECT ANALYSIS

6.1 Research on the Effectiveness of the Promotion activity to the target group

To get information about the effectiveness of the promotion activities that has been taken for the Uday post-paid I have done a survey to a number of respondents. As among all the Medias used in the promotion campaign (RDC, TVC, Press etc.) the most effective one is the TVC or television commercial. Through this medium most of the potential customer is being reached, so that I have done my research taking the TVC viewers as sample.

The questioner that I have made to gather the required information is being given at bellow, also a discussion has been made according to the research findings.



২ কোটি মানুষের একতাক

১০০

এবার হবেই!

আপনার সাফল্যের সম্ভাবনাকে
আরো বাড়িয়ে দিতেই
এবার

১০০

ক্যাশব্যাক

- ১ সেকেন্ড পালুস
- ১০টি এফএনএফ
- কোনো লাইনব্রেস্ট নেই

উদয়
সেইসেইন

রবি

জ্বলে উঠুন আপনার শক্তিতে

১০০

১০০

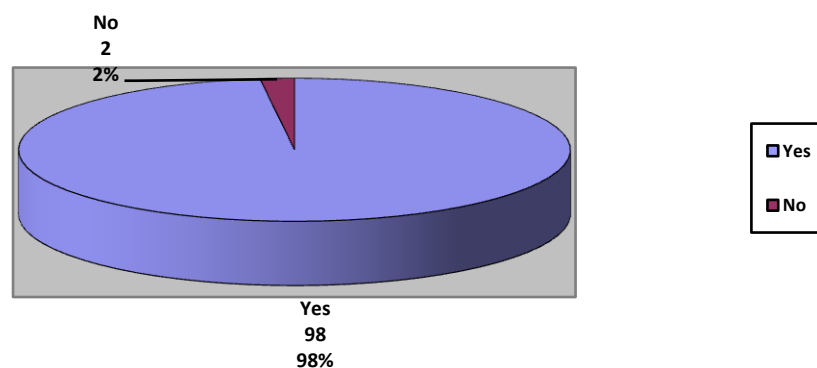
১০০



6.2 Viewer Response

Q. Have you seen the TVC of Uday?

Response:

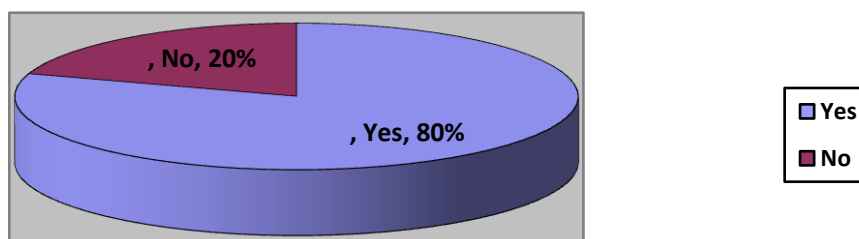


It is seen that almost all the viewers (in sample) of television has seen the advertisement of Uday. So we can hope to get an appropriate result or scenario.



Q. Have you noticed the Core three messages of Uday?

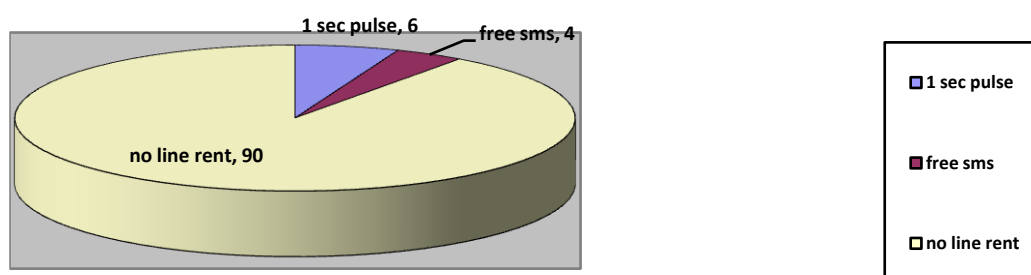
Response:



So we can see that a satisfactory number of people have seen the commercial.

Q. Which one of this three core offers have grabbed your attention?

Response:

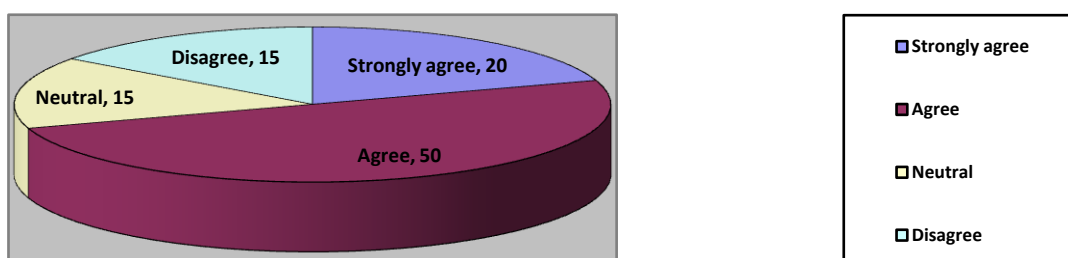


So we can see that the facility of no line rent has been the most attractive one to the TG.



Q. “The TVC is relevant with the theme of Uday”

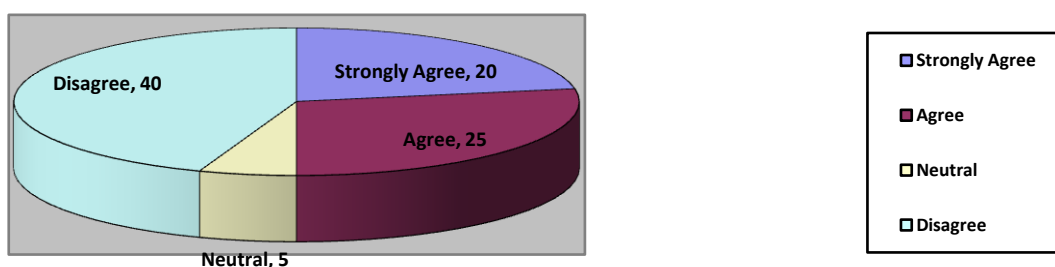
Response:



So, the TVC enjoyed substantial relevance as to capture the real life shots viz. office-going/school going people/kids; showing BRTC Bus has also worked as a relevance-expediting factor.

Q. “The models are appropriate for the TVC”

Response:

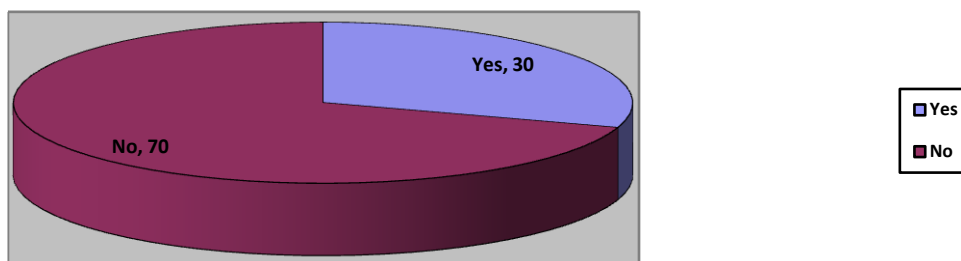




Here is seen that the target group expected different models, as the product is actually a post-paid, so here more aged model would have represented the TG more aptly.

Q. Do you think the TVC is adding value to the main Brand ‘Robi’?

Response:



From the survey it can be said that, the ad is communicating the new offer of Robi only, without any value addition to the Brand/Corporate image. The audience also notices the absence of the established Robi theme.

Q. What are your liking and disliking about the TVC?

Response:

As it was an open end question, I am pointing out some common points that I have got from the survey,

Likings:

- 'No Line Rent' has been a visible and enticing benefit.
- People of all community under one roof.
- Billboard & the offer itself.
- Sequence of the scene.





- Jingle of the ad.
- Morning preparation, watch, Newspaper.

Disliking:

- Need more clarity on the story.
- Jogging back in office dress
- Dance is ok, but was not required.
- Trying to copy Banglalink
- Green color creates confusion with teletalk..

Q. What are your expectations from the next TVC of Uday?

Response:

- Service details' should have been there, post-paid users are more functional.
- Nevertheless, Robi suffered from the usual credibility lack as to be blameworthy for poor network coverage.
- Some shots in non-urban scenario, as the offer seems affordable by medium income group also.
- End the story with a benefit, happy experience, like receiving a bill within the affordability.



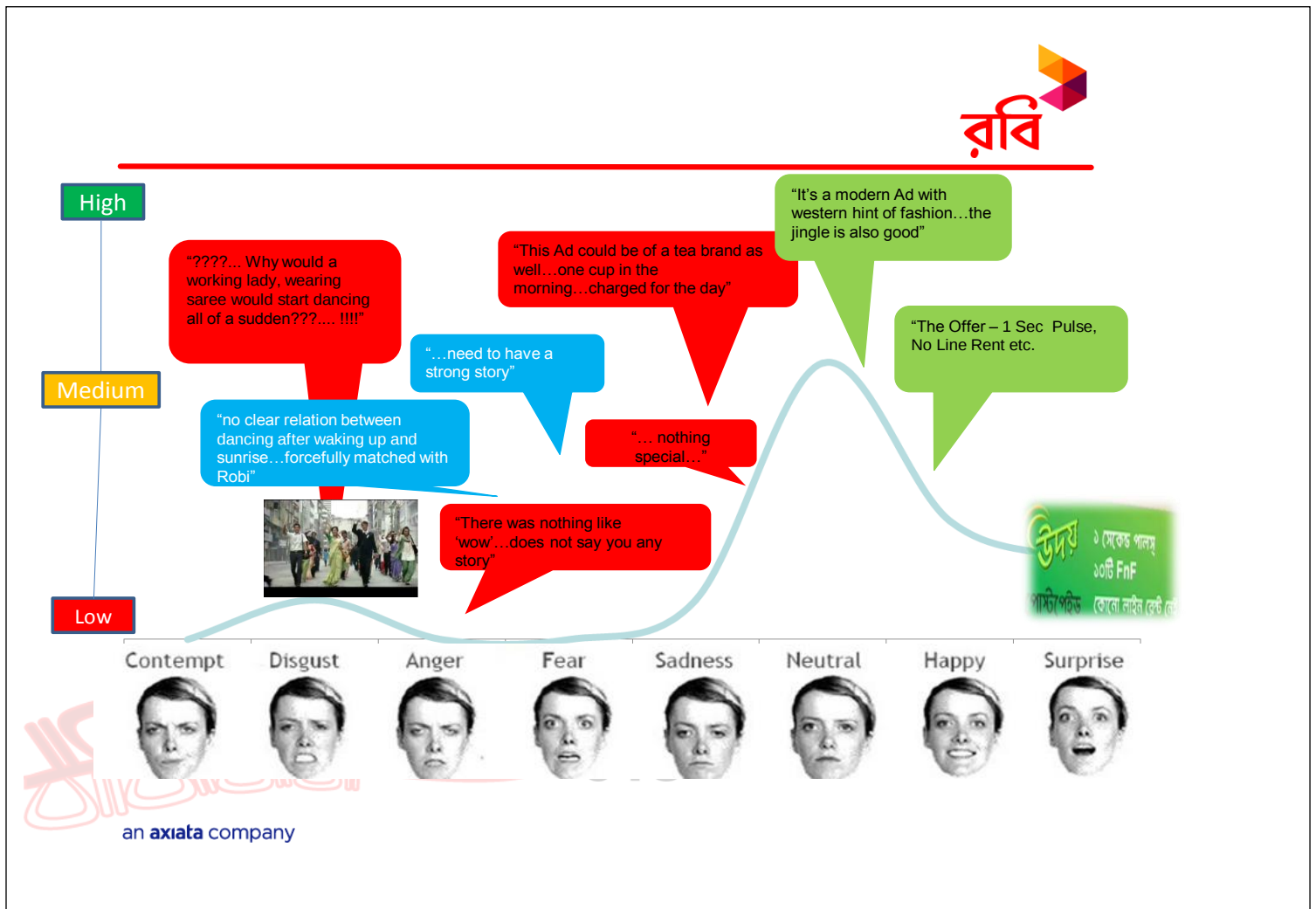


Chapter 07

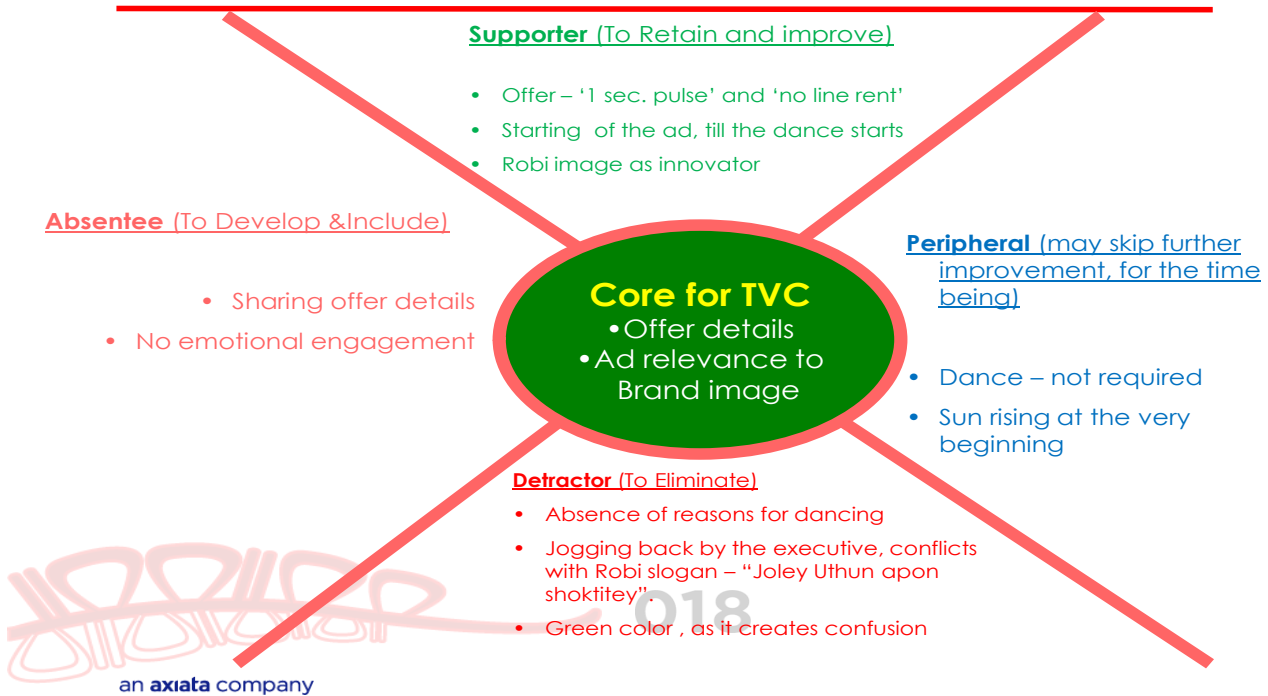
FINDINGS OF THE STUDY

From the above discussion it is found out that the TVC has gain a mixed response. Some of its presentations have been accepted by the viewer's very much positively, and some have been disliked badly, and some has been just accepted. I would like to present my findings from the perspective of both the viewer and mine. Bellow by these two figures my findings will get clear:

Findings from viewer's response perspective:



Findings from my perspective:



Finally it can be said that, the ad is rated to be an average one, which carries the offer message only, do not contribute much to enhance the Robi image, as there is no association with established Robi theme (color etc.) or any emotion/story to be remembered for long.

Again, Interest Generation for the TVC is been Erratic as to open with drawing curiosity by relevant shots viz. office-goers rushing, BRTC, school-going kids & in contrast, the miss-fitting dance and poor analogy with the sun have made the interest curve go down & again the music rhythm made it leap.



RECOMMENDATION

While working with the media team I have seen a number of things related to the promotion activities of Uday. Hence from my experience and knowledge while working here I would like to recommend some aspects. As well as I will also recommend some points about the promotional plan from which Robi can get suggestion for future promotional activity. Such as,

- Empowerment should be built in the unit. Sometimes the employee has to wait for the final selection of the head, and this is a kind of waste of time for some situations, as all the employees are efficient in their place.
- Besides working on the present promotion activities more effective and creative ideas should be built if the company really wants to beat the leader GP.
- The offers may encompass bundle internet pack, per second pulse, SMS billing, guaranteed network at every corner of the country
- Ponder on relating with the tagline and how Robi helps ignite the spirit within- perhaps in the sequel.
- Animation could be an option of making the Ad unique.
- A question and answer session can be arranged recently to get a rapid reaction from the customers. This will help Robi to get prepare for more promotional activities for Uday.

Chapter 09



CONCLUSION

There is no way to deny that TVC has opened up a new frontier and unlimited opportunity as a market promotion tool in the present era of business. Here success lots depend how efficiently and effectively a TVC is constructed and telecasted in the Television.

Robi had done a great job by launching the new post-paid package Udoy for its different target customers, more convenient benefits and offers, as well as its effective promotional activities; they were experiencing great response from the customers. Their sales level has not been increased in a significant level comparing to the previous packages offered and sales record. It has been seen that the sales of this package has been significantly fall due to the infective TVC.

In a nut shell, ROBI has to be more careful in future before going to telecast TVC. In this regard, the company is cordially advised to follow the given recommendations and if so, it will help the company to reach the ultimate zenith.

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- Robi's internal website: newportal.robi.com.bd
- Robi's Easy Load Portal: easyload.robi.com.bd
- BTRC's website: www.btrc.gov.bd

Articles and Reports:

- Code of Business Ethics, Robi.
- Brand Book of Robi
- Internal software's and publications of Robi.

Questionnaire

"A Survey on the Viewer Response of the TVC of Uday"

Name :
Ages :
Sex :

