

Internship Report

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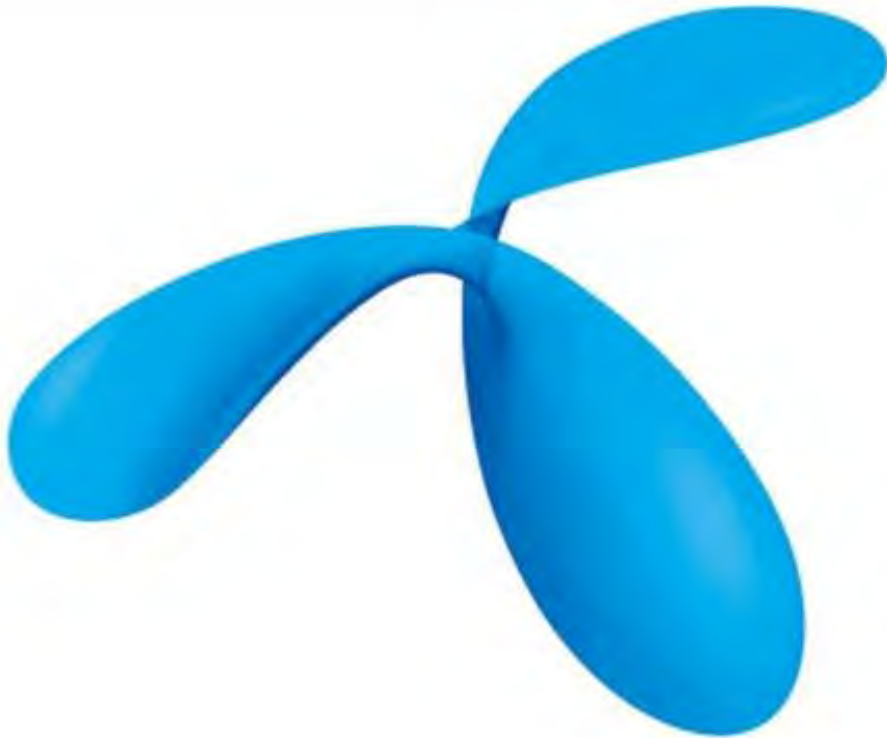
“Daily Market Activities in Telecom Industry”

under

Business Intelligence Department

of

Grameenphone Limited



grameenphone

“Daily Market Activities in Telecom Industry”



I n s p i r i n g E x c e l l e n c e

Submitted To:

Noman H. Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Submitted By:

Nasif Ahmed

ID: 12104221

BRAC Business School.

BRAC University

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Letter of Transmittal

January 01, 2017

Mr. Noman H. Chowdhury
Senior Lecturer
BRAC Business School
BRAC University.

Subject: Submission of internship report for the completion of BUS 400 course.

Dear Sir,

This internship report has been completed as per the requirement of the BBA program of BRAC University. The completion of a successful internship period followed by the submission of a report is essential to earn the final credits needed to graduate from BRAC Business School. I have tried my best to follow the guidance you have provided me with while preparing this report. My three month internship period was a great opportunity for me to gain knowledge about the biggest telecom company of Bangladesh and also to learn from them. I have acquired some great professional skills from the company and I was also able to showcase my skills in that company in this short span of time. All of these have been outlined throughout the report to make it as detailed as necessary.

The report has provided me to look back at the 12 weeks I dedicated to this company as an intern and gave me the scope to acknowledge how my four years of learning has helped me.

Yours sincerely,

Nasif Ahmed
ID: 12104221
BRAC Business School
BRAC University.

Acknowledgement

I would like to thank almighty Allah for giving me the opportunity to complete my internship in Grameenphone BD Ltd. I also want to thank all the people who have given their support and assistance and extremely grateful to all of them for the completion of the report successfully. BRAC University and Grameenphone Ltd. both provided me with enormous support and guidance for my report to be completed successfully. First of all, I would like to thank my internship supervisor (academic) - Mr. Noman H. Chowdhury for his great guidance and support throughout my internship. Then ,I would also like to thank my supervisor at Grameenphone-Mr. Raihan Shafique, General Manager, Business Intelligence Department, Grameenphone Ltd for enormous support in preparing the internship report & providing me relevant data for the report and also giving me the support and guidance to complete my internship. I would like to express my foremost gratitude to other officials of Grameenphone Ltd who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report.

Executive Summary

This internship report 'Daily Market Activities in Telecom Industry under the Business Intelligence Department of Grameenphone Limited' is prepared on the basis of three months practical working experience from the department of Business Intelligence of Grameenphone Ltd. This is a learning report divided into four parts- organizational part, learning part, findings & recommendations, and conclusion.

Organizational part focuses on Historical Background of Grameenophone Ltd., Founding Partners of Grameenphone Ltd., About Grameenphone Ltd., and Share Holding Structure. And the finding parts described about the problems we face to find out the daily market activities of the competitors. Then findings & recommendations part pulls out several findings from the learning part. And some recommendations are given for the findings.

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Chapter 01

Profile of the Organization

1.1: Introduction:

Telecommunication media has added a new aspect in this modern era. In this modern world, telecommunication media is of great importance to us. Cellular phones have been an invincible part of our daily life. Since 1991, mobile phone companies in Bangladesh have been playing a vital role in the economic development and life style of the people. Among all these, Grameenphone Limited is the leading telecommunications service provider in Bangladesh, who got operating license in November; 1996. It started its journey in March 26, 1997. It has now become the largest telecom group with more than 56 million subscribers. It was the first company to introduce GSM technology in Bangladesh and built the first cellular network to cover 99% of the country. Grameenphone provides services to the rural and urban people all over Bangladesh where mobile phones are acknowledged as a significant driver for social economic development for the nation.



Fig 01: Grameenphone- Bangladesh's leading Telecom Brand

1.2: Background of the organization:

Grameenphone limited is now the foremost telecommunications service provider in Bangladesh. In the recent business world, especially in telecommunication sector, long-term customer retention, i.e., attaining sustainable market share is a crucial issue. This company has successfully maintained it for years in this country. Grameenphone has come a long way. It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. The other 10% shares belong to general retail and institutional investors.

Since its journey in 1997, Grameenphone remains committed to providing the best service to its customers, as well as launching innovative new products and services. The Village Phone Program started in 1997 that provided a good income-earning opportunity to more than 210,000 mostly women Village Phone operators living in rural areas.

The company has so far invested more than BDT 10,700 crore (USD 1.6 billion) to build the network infrastructure since its inception in 1997. The population coverage of Grameenphone network was increased from 55% to 95% during the year.

Since its inception in March 1997, Grameenphone has built the largest cellular network in the country with over 10,000 base stations in more than 5,700 locations. Presently, nearly 98 percent of the country's population is within the coverage area of the Grameenphone network. It was also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. In 2008, Grameenphone has been listed in Bangladesh capital market after completing the largest initial public offering (IPO) ever in the country's history. In recent years, it is providing 3G services to its customers and proving the best internet experience for their customers.



Fig 02: Grameenphone's No. of Subscriber reaches 5 crore

1.3: Vision:

"We are here to HELP"

We exist to help our customers get the full benefit of communications services in their daily lives. We want to make it easy for customers to get what they want, when they want it.

Our Values:

MAKE IT EASY

We are practical. Everything we produce should be easy to understand and use, because we never forget we are trying to make our customers' lives easier.

BE INSPIRING

We are creative. We bring energy and imagination to our work. We want to be a partner in the development of our community. We are passionate about our business, customers and our country.

KEEP PROMISES

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

BE RESPECTFUL

We acknowledge and respect the local culture. We are respectful and professional in regard to all our interactions, both internally and externally. We are open, helpful and friendly.



Fig03: Slogan-“Go Beyond”

1.4: Grameenphone Corporate Governance:

In the modern competitive world of telecommunications, a strong & vibrant Corporate Governance practices are important to success. Grameenphone believes in the continued improvement of corporate governance. This in turn has led the Company to commit considerable resources and implement internationally accepted Corporate Standards in its operations.

The Board of Directors of Grameenphone plays an important role in all the meetings. The Board of Directors and the Management Team of Grameenphone are committed to maintaining effective Corporate Governance by maintaining accountability, good procedures and practices.

Chapter 2

Industry and Competitive analysis

2.1: Competitors-

Robi is the dynamic GSM mobile communication solutions of TM International (Bangladesh) Limited. It is a joint venture company between Telekom Malaysia Berhad and A.K Khan & CO. Limited which was established in the year 1996 and launched its services in 1997 under the brand name **Robi**.

Robi is glad to be related as a component of the Telecom Malaysia Group(TM), which is solid monetarily, and globally eminent for its effective endeavors like MTN, the markets pioneer the media transmission industry in Sri Lanka. It has a worldwide nearness in 11 nations with staff quality of 30,000 Groupwide. TM has as of late made two or three noteworthy acquisitions in India and Indonesia in the push to stamp its nearness universally. In Indonesia, TM has obtained 27.3 for every penny enthusiasm of PT Excelcomindo Pratama, the third biggest portable administrator and in India, 47.7 for each penny stake in Idea Cellular. TM plans to expand its territorial and worldwide nearness with these new acquisitions. Since the beginning of its operation, Robi has been a drive to be figured within the media transmission industry of Bangladesh, being one of the quickest developing versatile correspondence looks at offering far reaching GSM portable answers for more than two million endorsers. Today, Robi gloat the greatest International Roaming administration in the market interfacing 315 administrators crosswise over 170 nations. Furthermore, Robi is the main portable administrator to interface Tetulia and Teknaf, the northern and southern most purposes of Bangladesh. Robi was likewise the first to give consistent scope along the Dhaka-Chittagong parkway. With a system covering every one of the 61 (reasonable) areas of Bangladesh, combined with the main Intelligent Network (IN) Prepaid Platform in the nation, Robi is equipped to give an extensive variety of items and administrations to clients all over Bangladesh.

Banglalink plans to understand people needs best and tries to create fitting correspondence administrations to enhance people life and make it simple. All their work is pointed towards meeting their vision. All individuals from the Banglalink family are exceedingly energetic people, completely dedicated to accomplishing the vision that they have set themselves. Their clients' needs matter most to them-production their life straightforward and enhancing it is all we want.

All the Banglalink relatives make them thing in like manner an enthusiasm to serve. They believe they need to go that additional mile, with the goal that you can have the most ideal administration. The greatest boundary today for individuals is the cost of handsets. They will endeavor to bring down the aggregate cost of owning a versatile. They are here to have any kind of effect in individuals' lives by giving reasonable and solid network arrangements. They will endeavor to associate individuals and connection their lives by listening to them and by comprehension their needs. They are here to help us talk our dialect.

Government owned **TeleTalk** begins its excursion as the fifth cell phone administrator in the telecom field of Bangladesh, making gigantic excitement and celebration among the masses. With unparalleled estimating and alternatives, TeleTalk has turned into the popular expression. All application frames have been dispersed inside days of the dispatch. Supporters are currently awaiting their SIM card accumulation. In the principal period of the TeleTalk extend, 2 hundred thousand lines are wanted to be flowed. Entire nation should be dealt with as one zone.

Airtel is right now operational in Bangladesh and Pakistan, while it is additionally setting pace to start its operation in Uganda and Congo. Inside the markets. It is as of now working, it has immediately built up a vast client base and set up itself as one of the pioneers of telecom benefit sector. In Bangladesh, airtel initiated its operations under a point of interest MOU settled upon by the Dhabi Group and the Government of Bangladesh worth USD 1 billion, out of which USD 750 million was solely dedicated for interest in the media transmission area of the nation. Succeeding the MOU marking, the BTRC permit for telecom benefit arrangement was issued to Airtel, trailed by the consenting to of interconnectivity arrangement with all the current telecom organizations of Bangladesh. In May tenth, 2007, it propelled its business operations in Bangladesh with a system enveloping 26 regions. By November 2007, the system had been extended to cover 61 locale and being utilized by 2 million.

2.2: Ease of entry/exit Barrier

Passage obstruction is high and Exit hindrance is modestly high. The significant boundary to section is the Government confinement on issuing new licenses for mobile phone operations. Colossal capital necessity is likewise another hindrance for some organizations to enter the cell advertise.

Despite the fact that there is no Government limitations on leaving the business, given the enormous capital venture included, it is not hard to leave the business. In any case, an organization can auction its business, as Sheba Telecom sold to Orascom and left the business.

2.3: Technology/Innovation

The necessity to be upgraded with the most recent advancements and furnishing endorsers with the offices is critical in the industry. Company like Grameenphone has been exceptionally effective in actualizing most recent innovations for the advantage of the supporters and in this way has been the best organization in the business. The extension and significance of picking up an upper hand through innovative headway is one of the keys to prevail in the business.

2.4: Product/Service Differentiation

The service provided by the operators is identical, that is, to enable people to make voice calls. However, different service providers thrive to provide better quality, more coverage, lower price, more value-added services or all of these. Subscribers have been able to choose from any of the service providers based on their preferences and companies satisfying more people have gained more market share.

2.5: Type of Distribution Channel

The administration provision is done through possess links/towers by the administrators. The item offer is done through enormous system of outsource deals outlets. As of late GP has acquainted its own dissemination outlet with acquire control over the market. Beforehand GP has incorporated circulation focus, now they have territorial conveyance focuses, which are called "GPDC".

2.6: Industry Profitability

The mobile phone industry in Bangladesh is hugely profitable as it is in growth stage. The approximated total profit of the industry is USD 230 million.

2.7: Economics of scale

The administrators leaving more than 5 years have possessed the capacity to accomplish economies of scale. Organizations like GP has been utilizing fiber optic link of Railways, which is exceptionally savvy and working up towers as per money saving advantage investigation.

2.8: Large area coverage

Range scope has ended up being a critical request driver for cell administrators. Since the imposing business model was lifted and the phone administrators started their operation in the market, the system scope of mobiles has extended drastically. As of now both GP and TMIB covers 61 out of 64 areas of Bangladesh. Cell administrators, along these lines, have made a parallel system to that of settled lines in Bangladesh. Since the cell endorser base is twofold to that of the BTTB lines, it is, along these lines, no more basics to have BTTB network.



Fig 04: Advertisement of Super-Fast 3G Speed of Grameenphone

Chapter3

Works under Grameenphone

“Business Intelligence Department”

3.1: Market Activities

Market activities are an important part of business intelligence department. It includes daily highlighted news and promotion of new SIM offer, internet packages, value added services regarding telecom operators. It help our department and product department to reshape Grameenphone’s offers and services. Moreover this report aims to find out the other competitors new offers and services. This report needs to prepare everyday from different daily journals and online news blogs which are trustworthy. Moreover, the report is conducted by analyzing different online news portal and also from analyzing other telecom operator company’s website and social media pages. GP follows some rules of market analysis. For analyzing the market briefly, SWOT analysis, PEST analysis and Campaign analysis is very important. Grameenphone follows these analysis for better marketing plans.

SWOT analysis of Grameenphone:

Strengths:

Being the largest Telecom industry in Bangladesh, GP has a considerable amount of hold in the market. The strengths of GP are:

- ❖ **Market Leader:** Grameenphone is the leading telecommunication brand in Bangladesh. It is also the largest of them all. Moreover, it is well known to the mass population of Bangladesh which makes it the strongest in the telecom industry.
- ❖ **Brand Value:** It has maintained a very strong brand value to its customers and all over Bangladesh. People now recognize the company by its brand. The strong image in the society and branding activities of GP has led it into a new standard.
- ❖ **Largest Network Coverage:** GP has the largest network coverage among all the telecom brands. It has largest BTS station all over Bangladesh. That's why it is giving excellent network to

its customer. Moreover, it was the first telecom brand after Teletalk who introduced and provided 3G in Bangladesh.

- ❖ **Skilled Human Resource:** The employees of GP are highly efficient & skilled. They always maintain the standard of working there with the help of their skills. The HR department is also very efficient in managing and hiring staffs for this Telecom Brand.
- ❖ **Collaboration with Apple and Samsung:** It sells smart phones of Apple and Samsung by providing its customers paying the price with installments. It also gives them different packages with it.

Weaknesses:

- ❖ **Complicated pricing structure:** GP provides different packages and tariffs. Pricing of the packages are way too much than the others. That's why; the youth are not much attracted to its packages.
- ❖ **Cultural Gap:** GP's employees are from different countries. So, there is likely to have some kind of cultural gap for it. This could affect their company.

Opportunities:

- ❖ **Increasing demand for telecom service:** As Bangladesh is a developing country, its people are developing in technologies too. As a result, there is increasing demand for the mobile phones and mobile network providers. GP has a lot of opportunities in this sector.
- ❖ **Economic Growth:** The economic growth of the country will increase the expansion of telecom industries. So, there will be huge opportunity for this sector.
- ❖ **Increased International Activities In Bangladesh:** As many foreigners work here in this country, the international activities are increasing gradually. So, the market is expanding globally.

Threats:

- ❖ **Intense Competition:** The competition between the telecom industries is intense here. Every company is trying to be the best telecom brand in this country.

- ❖ **Latest technology:** Upgraded technologies are being used by the competitors every day in every detail. They are using the latest technology for getting best network provider station, which is a big threat for GP.
- ❖ **Pricing:** Price war is a big threat for GP. Because the other mobile operators are constantly giving people the low price of their packages and also earning their profits. Whereas, GP has the high price for call rates and packages this is discouraging the customers.

PEST Analysis:

Political:

As GP is SEC listed so, it has to pay 35% of corporate tax. Another competitor of Grameenphone has to pay 45% corporate tax. In this order, GP gets benefitted. Again, Grameenphone always pay special attention to its VIP customers. They have their Xplore package. Moreover, they have Star subscriber and Platinum star subscriber for these VIP customers. Furthermore, GP has strong restriction about customer's private information. None of the employee or other person can have access to it. They have strict laws for it. And GP is always in its good condition in political stability which is one of the main factors of business in a country.

Economic:

Grameenphone is the leading telecom brand and it has around 30,000 employees around Bangladesh. GP always contributes to Security and Exchange Commission which helps to the economy of this country. Its contribution is more than any other telecom company in Bangladesh. Again, Customer Confidence is very high in every user sector of GP. They have different packages for all age groups.

Social:

A mobile user can bring changes in his/her lifestyle by using internet and surfing all the information he needs. It is bringing very good change in the society. Now all the rural people can have 3G access to their mobile phones by using Grameenphone Internet. It also gives largest network coverage in the country. GP contributes their some income to rural education. They have themed it as "Alo Asbe".

Technological:

GP was the first company to start EDGE in Bangladesh and they also started the first mobile connection modem. They are always ahead in terms of technological use in telecom sector. GP is the market leader in this case.

Campaign Analysis:

In today's competitive world, long and short term marketing initiatives are needed for earning profit for the organization. Site optimization, Business Process Improvements and Campaign Analysis and optimization are necessary for well planned marketing. Among them, Campaign analysis not only helps the marketers to make short term fixes to their marketing mix but also helps the marketers with the insight of helping lifetime values of a customer over time.

In GP, they follow the campaign analysis to make best marketing plan. Campaign that provides the highest value can be easily be identified, making it easier to confirm that market spend is being used efficiently. By performing the campaign analysis, the company gets not only to withdraw the poor market spend and the poor campaign but also to concentrate on the highest campaign to make more profit out of this. Grameenphone always concentrates on campaign analysis to analyze and research the market.



Fig 5: GP internet Offers for youth

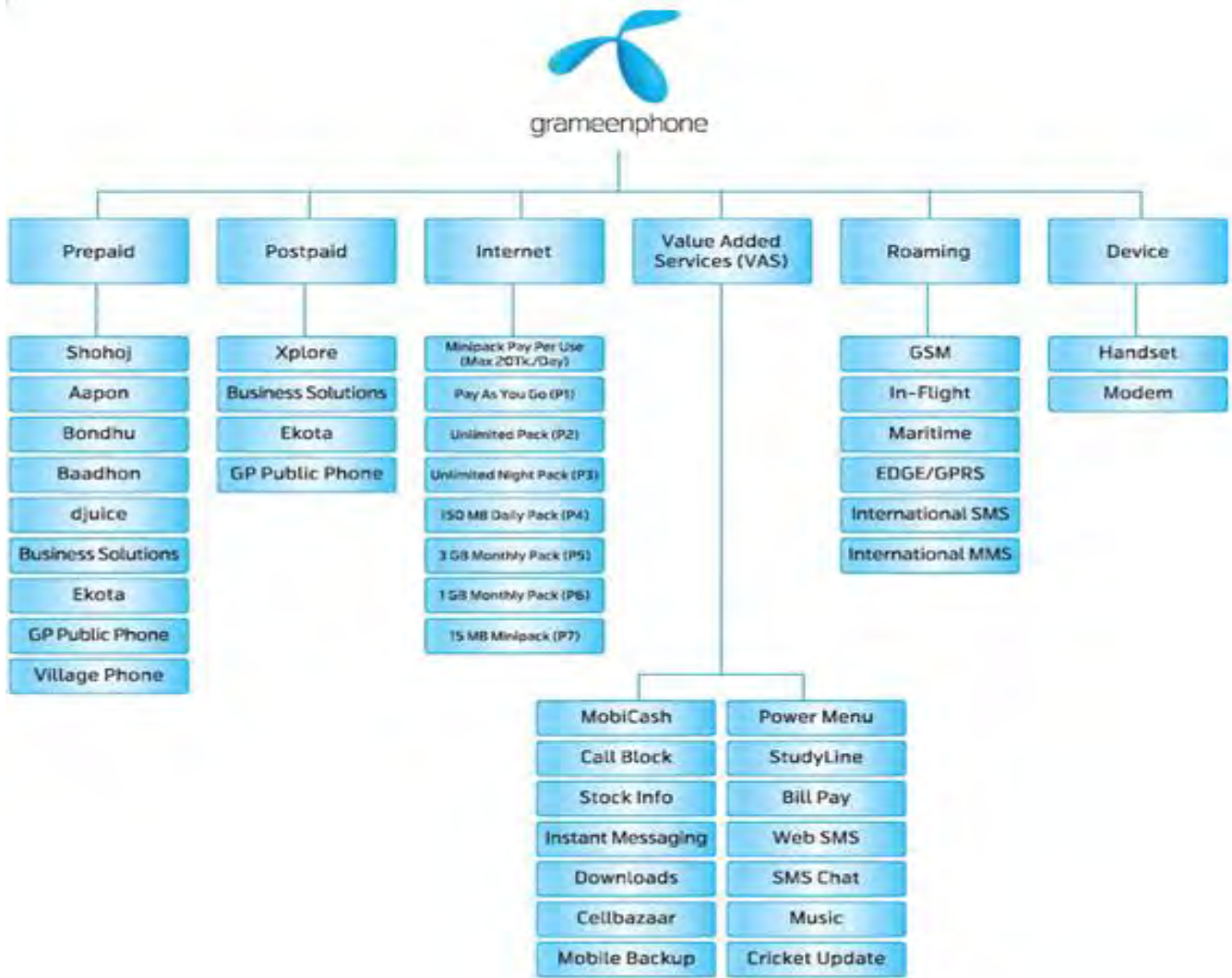


Fig 6: GP services for customers

3.2: Problems in Finding Market Activities

Market activities report has two parts. First one is the news part and the second one is media part. In the news part all the current news related to Grameenphone and other telecom operator's news gets placed. That's why when finding news from the daily newspaper and website, it's really hard to find the related link from the daily newspaper and websites. On the other hand media news includes promotion, data and various offers, campaign and retention offers that publish on the current date. Daily I need to collect all these information and then on the preference sort it out and after doing all these process I need to make a report and submit it to my instructor which will be forwarded to all the management members.

While doing the market report manually it takes a lot of time about three hours to gather all the current information. So in modern age it's a time worth work, moreover it's reducing employee daily activity rate.

3.3: Conducting marketing research

To get customer insight or customer demand properly we need to conduct a proper consumer market research. For that we need to maintain some steps. First of all we need to assemble two types of information, primary and secondary information. Primary research data comes specifically from the direct source of potential customers. We need to incorporate this data by our self or contract another person to accumulate it for our studies. Secondary information data includes gathering measurements, reports, and other information from associations, for example, government offices, exchange affiliations or nearby assembly of business.

Ways of Gathering primary research can include:

- Interviews (either by telephone or face-to-face)
- Surveys (online or by mail)
- Questionnaires (online or by mail)
- Focus groups gathering a sampling of potential clients or customers and getting their immediate feedback

Some essential inquiries may include:

- What components do you consider when acquiring this product or service?
- What do you like or dislike about current products or services presently available at market?
- What territories would you propose for development?
- What is the suitable cost for a product or service?

On the other hand, the aim of secondary research is to examine information that has already been published. With secondary information, one can recognize contenders, set up benchmarks and distinguish target fragments. These sections are the general population who fall into statistic individuals - who carry on with a specific way of life, show specific behavioral examples or fall into a predetermined age group.

No business can achieve a great success without understanding their customers and their needs. The competition among the companies is often fierce and without necessary information and research data, it will be very tough to beat the competitors in the market.

There are two classifications of information accumulation: quantitative and subjective. Quantitative strategies utilize scientific investigation and require a vast example measure. The aftereffects of this information shed light on factually noteworthy contrasts. One place to discover quantitative outcomes on the off chance that you have a site is in your web investigation (accessible in Google's suite of apparatuses). This data can help us to decide numerous things. Subjective strategies help you create and tweak your quantitative research techniques. They can help entrepreneurs characterize issues and frequently utilize talk with techniques to find out about clients' assessments, qualities and convictions. With subjective research, the specimen size is generally little.

To avoid mistakes in the research we do not depend only on secondary data rather we put emphasize on both primary and secondary data. Moreover we focused strictly on the surveyed group depends on the consumer taste and buying capacity. Most importantly to get the most useful and accurate information, our survey team talk to real customers about their needs, wants and expectation.

3.4: Working under Human Resource Department

During my internship, I got the chance to work under the human resource department for Grameenphone VRS program. Basically VRS stands for voluntary retirement scheme. It is actually company policy to reduce their staff. VRS applies for that staffs who serves for the company more than 10 years. But in our country, it actually is not maintained usually. Grameenphone uses this method for 465 staff from different division of their organization. As they do not have that much staff in the human resource department, so they took the interns as their helping hand. Basically we completed all the formalities of the staff's file in that program. It includes collecting their entire official all belongings (SIM, ID card, laptop, payment balance sheet). After that, we had to collect few signatures from that staff as they do not have any demand on Grameenphone. In last we replaced their SIM number with a new postpaid package with the existing number. In doing all these activities, basiacally I faced the emotion of that employee who took golden handshake.

Chapter 4

Recommendation

My recommendation for this problem is to manage the market report specifically. For that I recommend that we can get the information directly from the newspaper directly and market agencies. We can make contract with that vendor for the information.

Another recommendation is developing software for finding the news directly. Basically the software will filter software which will find out the news depends on the demands of news.

Market activates is very important for Grameenphone cause it helps to get the knowledge about their competitors moves as well as the current market situation. Basis on that report Grameenphone can take initiative to move in the telecom market.

Chapter-5

Conclusion

Grameenphone Company is still a growing company in spite of all the success it has achieved so far. Grameenphone keeps changing and modifying its talk time and internet offers but it has not gained youth acceptance that much yet. It is only because of the high pricing of its products. Other competitors have the youth support more than Grameenphone. Furthermore, it holds a kind of a monopoly position in the mobile telecommunications market. Completion is always on the lookout for new ideas and schemes. In order to maintain the first position GP use to maintain many modern software and new technique to reduce the time consuming work that will help them to fulfill the mission 'Go beyond' for the employee and for their valuable customer.

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