

Report On
“An Overview of Teletalk’s Market Position Compared to the Other
Telecommunication Industries of Bangladesh”

By

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

BRAC Business School
BRAC UNIVERSITY
January 2020

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC UNIVERSITY.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

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Subject: Submission of Internship Report

Dear Sir,

With due respect and humble submission to state that I am carrying out the internship report **"An Overview of Teletalk's Market Position Compared to the Other Telecommunication Industries of Bangladesh"**, which meets the requirement to complete my Bachelor of Business Administration (BBA) studies. I tried my best to make the advice I got and the lessons I learned through my academic years.

May, therefore, I pray and hope that you will be kind enough to accept and compel my internship report.

Sincerely yours,

MD. ASHFAQ ULLAH KHAN

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BRAC Business School

BRAC University

Date: January 7, 2020

Acknowledgement

First of all, I would like to thank Almighty Allah for giving me a fruitful existence and my parents who throughout my life have been my constant support. I would like to express my gratitude to Shihab Kabir Shuvo, my intern advisor, who supported me in preparing this report.

Furthermore, I would like to thank Md. Abdul Mohaimen, Deputy Manager, Marketing & VAS my intern supervisor restricted in Teletalk Bangladesh, I have finished my internship under his direction and supervision and wonder of my ability to work at Teletalk Bangladesh Limited.

I have worked hard under their supervision during this study. Throughout my internship time, it might be difficult without their help.

Executive Summary

Teletalk Bangladesh Limited is a limited public limited company operating under joint stock corporations in Bangladesh. Maximum assets owned by the Bangladesh Government's People's Republic. Teletalk Bangladesh Private has been established with a specific role in mind. Over the years, Teletalk has progressed and improved its direction and rendered several milestones to be truly proud of, as the only mobile operator in Bangladesh and the only operator with a 100% pool of native technological and infrastructure human resources, Teletalk is booming to become the real people's phone- "Amader Cell."

The only government-sponsored mobile phone company in the country was Teletalk Bangladesh Limited (the "Firm") on 26 December 2004 as a public limited company under the Companies Act, 1994. Teletalk Bangladesh Limited has continually developed its network to better accommodate its rising customer base and uphold the pledge of improved service. Teletalk has already built its network footprint in 64 Districts, 402 Upazilas, and most of the highways. Teletalk begins its network extension in order to reach more parts of Bangladesh.

The most important factors that Teletalk has to draw with its network services to customers. In October 2012, TBL introduced the 3 G network in Bangladesh. Nevertheless, TBL has recently introduced the 4 G in Dhaka, and in Chittagong it will almost be expanded. We try to have the fastest rate of speed as customer demand so that customers can easily get their goods. The benefits of Teletalk is that it is a government organization that receives money from the state. It's a matter of trust that this is a government agency. Nonetheless, TBL is one of the most favored brands by subscribers thanks to some exclusive offerings and deals. The growth of Teletalk is growing day after day.

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Chapter 1

Introduction

1.1 Telecommunication in Bangladesh

In 1989, the telecommunications industry in Bangladesh started to grant a license to a private operator in small steps. Bangladesh was the first South Asian nation to launch Advanced Mobile Phone Service (AMPS) and embrace cellular technology back in 1993. Although the authorization was given back in 1989, the release of the products took several years. Because of the higher SIM card / subscription price, the network coverage and number of subscribers remained very limited, and the call tariff was also expensive. In 1996, Prime Minister Sheikh Hasina's government granted three GSM licenses because the industry was heavily monopolistic because the subscription price and call tariff are high, rendering mobile software accessible to the mass population.

Teletalk Bangladesh Ltd. was founded to run a BTTB-installed network and has been effective in running a regular network and providing adequate service to Bangladesh's citizens. Several enticing products were launched by Teletalk and all were accepted by the industry. From the very beginning of its release, Teletalk has achieved tremendous attention as it has ignited the real market rivalry.

According to the International Statistics, Bangladesh has the lowest confirmed economic level. Although there are several telecommutes in Bangladesh, they experience almost the condition could be reversed because of the fewer competitive advantages here, because the global market is centered on Bangladesh.

Total Mobile Subscribers of Bangladesh (October, 2019)

OPERATOR	SUBSCRIBER (IN MILLIONS)
Grameen Phone Ltd. (GP)	76.067
Robi Axiata Limited (Robi)	48.349
Banglalink Digital Communications Limited	35.049
Teletalk Bangladesh Ltd. (Teletalk)	4.706
Total	164.170

Telecommunications ' basic function is to connect people via voice transmission and the Internet. Other than this basic function, modern telecommunications technologies are being established to provide some unique and innovative products to their consumers that will create value to their business. The telecommunications industry is so simple and inexpensive to connect people anywhere in the world as before.

For the citizens of Bangladesh, cell phones have become an integral part of everyday life, making our lives easier and quicker as we can interact with others whenever we need them. The number of mobile users grows growing on a daily basis. In fact, Bangladesh has 164.170 million mobile subscribers. It's a very attractive sector for providers of mobile connections. There are currently six firms on the market. Each of them tries to maintain their market share and growing it.

The government of Bangladesh, with the aid of the telecommunications industry, wants to move towards digitalization through the project called "Digital Bangladesh." As we move towards digitalization, companies also try to keep in touch with their customers by providing internet services.

1.2 Objective

The report's objective is split in the following way:

I. Broad Objective:

The broad objective is to know Teletalk Bangladesh Limited's contribution to the telecommunications industry in Bangladesh and the market position of teletalk's relative to Bangladesh's other telecommunications industries.

II. Specific Objective:

- To know the general state of the telecommunications industry
- Learning Teletalk Bangladesh Limited's competitive role in the telecommunications industry as regards market share
- To evaluate the Teletalk performance
- To find out what the other telecommunication industries are bringing to the sector.

1.3 Methodology

Methodology is defined as the process of gathering information from various tools. I'm collecting my data from two sources, primary and secondary.

I. Primary sources:

- Supervisor's Interview (Teletalk)
- Discussion with other employees of the department
- Talking with people of other departments
- Raw files collected from the office

II. Secondary Sources:

- Website Official: www.teletalk.com.bd
- BTRC website: www.btrc.gov.bd
- Management profile of Teletalk
- Websites of other telecom companies
- Report of other telecom companies

1.4 Limitations

In writing my research, the main limitation I had to address was the secrecy of my subject details. I also had to wait a long time to get the approval of my boss and owing to his official position he was under enormous pressure. So the lack of availability of my on-site supervisor was another major issue. In fact, one of the major drawbacks was the official website of Teletalk. Because the website does not regularly update the information. In that case, information is provided from certain papers or websites.

Chapter 2

Company Overview

2.1 Background of Teletalk:

The cherished hope of all citizens of Bangladesh was the launch of mobile telephone service through a state-run agency. The government of Bangladesh had fulfilled the vision by including this question in its promise to vote. Our government took a number of important steps to make the dream come true. While funding is very difficult to get through in the national budget, our government has allocated around Taka 800 (eight hundred) core to the mobile phone campaign. The current government is committed to reaching the common man's doorstep by mobile telephony at an affordable price. With that goal in mind, Teletalk, a state-run public mobile telephone company has been launched. The initiative has proven to be successful, as the launch of Teletalk has also contributed to a decrease in rates on mobile telephone services provided by other companies. Teletalk Bangladesh Ltd. was established to manage the network built by BTTB and has been active in operating a regular network and providing adequate service to Bangladesh's citizens. Several enticing products were launched by Teletalk and all were accepted by the industry. From the very start of its release.

Teletalk is the country's only government-owned mobile operators incorporated on December 26, 2004. Teletalk is dedicated to providing products and services of high quality as well as leading programmers in customer retention and loyalty. They officially started their operation on 31 March 2005. It is Bangladesh's first 3 G service provider and is now experiencing a better growth. With the power of technology, internet and connectivity, the world is getting closer every day. Telecommunications industry's strength has removed the communication distance from one another throughout the world. There are currently five mobile phone operators in Bangladesh. They are Banglalink, Grameenphone (GP), Robi, Airtel & Teletalk.

2.2 Mission & Vision:

"To innovate and constantly find new ways to improve our services to the current needs and desires of our customers for the future. The dream is to know the customers better than anyone else and to meet their needs.

In order to achieve certain objectives such as the following, Teletalk Bangladesh limited has been established:

- To provide the public sector with mobile telephone services
- Ensuring fair competition between the public and private sectors and thus safeguarding the public interest
- Meeting a portion of unmitigated rising mobile telephone demand
- Developing a new stream of government revenue. (Concerning Teletalk)

Nonetheless, Teletalk indicators in the telecommunications industry are slowing growth. It is important to explain the slowdown and how Teletalk has succeeded in regaining its better growth performance. I tried to gather the necessary information and summarize the market position of Teletalk compared to the other telecommunications industries in the country.

2.3 Departments of the Teletalk:

- Admin
- Audit
- Company secretariat
- Finance and Accounts
- IT and billings
- Value Added Services
- Planning And implementation
- Procurement

- Marketing & VAS
- Sales and distribution
- System corporation

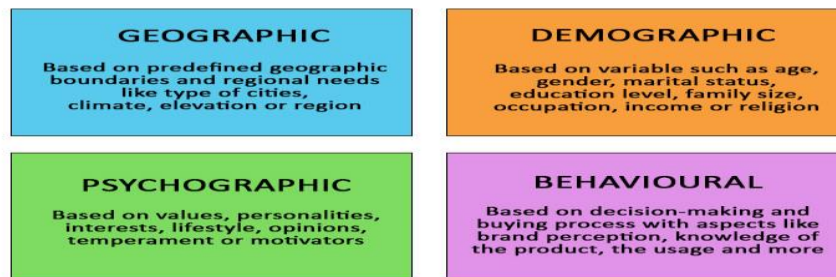
2.4 Market Segmentation of teletalk:

Market segmentation is the method of separating a potential customer market into categories or divisions based on various characteristics. The segments produced consist of customers who will react to marketing strategies in a similar manner and share characteristics such as similar interests, desires, or locations.

Through organizing the target market for an organization into segmented categories, rather than approaching the potential customer personally, advertisers can be more effective about their energy, cash, and other assets than by targeting individual consumers. This helps advertisers to target specific markets cost-effectively by grouping related customers together. Market segmentation often lowers the risk of an inefficient or counterproductive marketing campaign. If advertisers separate a market based on key features and tailor their campaigns based on that information, there is a much better chance of success than if they were designing a standard strategy and trying to implement it across all segments.

Market segmentation is essential for any type of business. An enterprise is unable to meet the requirements of all consumers on the market. Therefore, sector segmentation is always done to make their process easy to run companies.

There are essentially four methods of segmenting the consumer:



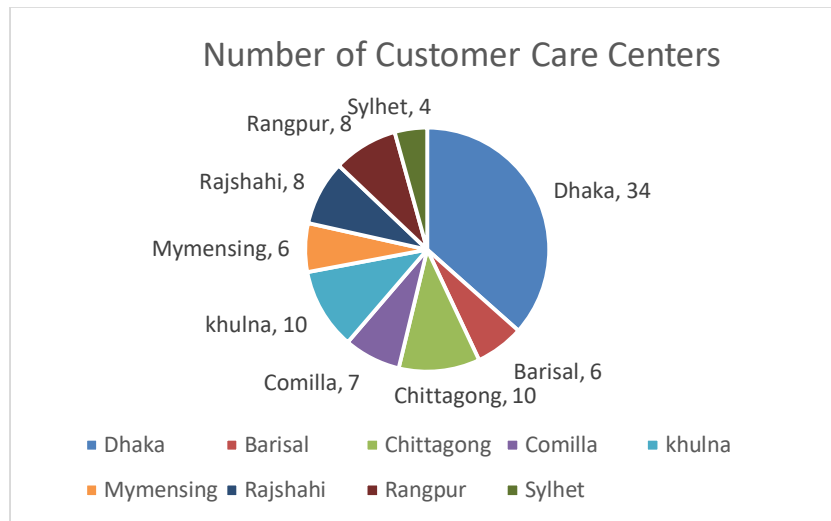
Teletalk does the segmentation in general, they don't obey the segmentation at our academic level. Therefore, according to our educational segmentation, I can apply their segmentation. For starters, they do student segmentation, they give the free sim at their SSC exam to the GPA 5 owner, and college students for their HSC test. I can relate to demographic segmentation in this stage because it indicates the students' education. Of example, they also do the woman segmentations where they offer women the free sim named "OPARAJITA." The primary stipend students were also given the scholarship. As we know, demographic segmentation reveals the quantifiable characteristics of the population such as age, race, employment, wages, family etc. I would connect Teletalk's segmentation from the above description that they are doing demographic segmentation.

2.5 Teletalk Customer Care Center/Point:

Teletalk was founded in Bangladesh as the only public mobile operator and fifth mobile operator. It has spent over 2 billion taka to extend the countrywide GSM network. It launched the HSPA network in 2012. Then December 16, 2018 opened the LTE network. It's the nation's cheapest network. In almost every major city in the country, Teletalk has its customer care centers. It has always tried to stand next to its customers and to represent them in the best way possible. It has always tried to put their customer care centers at the main points of any cities

TELETALK CUSTOMER CARE CENTERS

Number of Teletalk Customer care centers in all the divisions:



2.6 Helpline:

Teletalk is Bangladesh's first organization to launch a 24-hour helpline. I tried to focus on the current activities of Teletalk's helpline system in this section of my article, which will allow us to understand the importance of the helpline service. To contact Teletalk Helpline, a Teletalk user will dial 1234.

The subscriber is first greeted by an automated and standardized process after dialing 1234.

So he / she has to wait a couple of seconds. The user instead meets the Officer of the Customer Center (CCO). The conversation begins with a greeting from the CCO. The subscriber explains the CCO's problems.

2.7 Current Situation

It has been offering 2 G mobile network coverage throughout the country from the launch of Teletalk. It had initially begun its service in 64 districts with 634 BTS. Teletalk Bangladesh Limited has been steadily extending its network to better accommodate its increasing customer base and keep the promise of better service. Teletalk has already built its network base in 64

Districts, 441 Upazilas and most highways and has continued to expand its network to touch more corners of Bangladesh.

On 900, 1800 and 2100 frequencies, Teletalk has a full bandwidth of 25.2MHz. For its users of 3 G and 2 G, Teletalk offers both prepaid and postpaid plans. Its prepaid plans are 'Agami,' 'Bornomala,' 'Youth,' 'Mayer Hashi,' 'Ekush,' 'Bijoy,' etc. Postpaid schemes like 'Shapla,' 'Gravity,' 'Rajanigandha.' The network also delivers wireless 3 G phones including Ethernet Modem, Flash and MiFi Router.

In addition, for around 5 million subscribers, Teletalk also built the data network. Teletalk introduced 3 G network service in Dhaka in October 2012. Over the past few years, the state-owned mobile operator Teletalk has gained an average of in 1,500 3 G subscribers per day since it introduced the wireless high-speed network on October 14, 2012.

2.8 Marketing MIX of Teletalk:



In other words the 4Ps of marketing which plays an essential role for any kind of business organizations to reach its consumers to fulfill their demands.

Product/Service: Teletalk is an industry based on services. So when it serves customers, it always tries to maintain the quality of the service. And teletalk did the job by providing multiple product styles. While Teletalk is a service-based company, two types of products are available.

The key products are prepaid, postpaid and Value Added Service is the optional service. They offer various types of bundles as well.

Teletalk offers a wide range of products and services and a wide range of value-added products and services such as teletune, work & jobs, music, sports, learning, news updates, call management services, teletalk cell Television, mobile banking, movies, mobile fitness, mobile financial services, polli bills, emergency balance etc.

The products & services of Teletalk are given below in detail:

- **Prepaid Package:** Shagotom, Youth, Shahdeen, Mayer Hasi, Projonmo, Aparajita, Agami, Bornomala.
- **Postpaid Packages:** Shapla, Gravity, Rajnigandha
- **Corporate Package:** Teletalk Corporate, International Romaing
- **Internet Packages:** 3G Package, Corporate Package, Bornomala Data Packages, agami data Packs.
- **Roaming Packages:** International Roaming Details, International Roaming Packs, ISD Rate, Roaming partner list, International SMS
- **Value Added System (VAS):** Missed Call Alert, Tele Tune, Reb Payment, News Updates, Emergency Balance, Radio G Streaming, Music, TELEFLIX, Magic Voice, Teletalk FUN Zone, Teletalk Mobile TV, Balance Transfer, Call Management Service, Games, Entertainment.

Price: Pricing is one of a company's marketing mix tools to achieve marketing goals. Teletalk decides on the cost-based pricing of its service. They always think about the ability of the consumer to buy. That's why they're trying to set the consumer a reasonable price.

Place: Place is very important for the sale of the product. Place depends on good position, transportation services, accessibility, networks etc. so teletalk choose the right place named Gulshan 1 where it has its head office and besides it has several customer care centers in the important places where people can easily buy the product and there is very convenient and accessible transportation system.

Promotion: Promotion is one of a company's marketing tools to achieve its marketing goals. To boost their total sales, each marketing method has unique characteristics. For their network, Teletalk is seeking to do more promotional activities. It is important to define the promotion of teletalk advertising in several steps:

Advertising: Teletalk advertisement is the first commercial event. They know that advertising is the way to deliver message to the consumer's mind. And the audio, rhythm, choreography, lighting and participant presence will bring this Message to the user. Message ads must be authentic, relevant, and distinctive.

Advertising media: Advertising technology applies to the different media outlets through which commercials are produced. Advertising is used to show promotional content that interacts in different ways, such as:

- Newspaper
- Web site
- Magazine
- Social Media
- Radio
- Television Channels

Personal Selling: The business sales force's direct appearance for the purpose of selling and establishing customer relationships. Throughout various stages of marketing and distribution, Teletalk employs direct revenues. Through retaining the excellent relationship, the company distributes the brand (SIM, Scratch, Money card) to wholesalers and distributors.

Sales Promotion: Sales marketing involves a broad range of tools that can draw customer interest, good purchasing opportunity, free gifts, sale, and several periodic plan forms. Promotion for PHP purchases requires cash transactions, fees, etc. PHP organizes annual conferences among distributors, wholesalers and retailers. They also try to influence and convince them to create market desire to sell their product.

Public Relation: To promote products, individuals, locations, concepts, events, organizations and even countries, public relations is used. A consumer revenues or brand awareness may also be influenced by public relations. Teletalk organizes discussions with wholesalers and distributors in order to maintain a good relationship with them.

Corporate Social Responsibility:

For a corporation today, corporate social responsibility (CSR) is very relevant and it is increasingly important for the profitability of a business. This CSR activity shows the efforts and concern of the company to somehow improve the society. Corporate responsibility is one kind of strategic tool for making the business environment sustainable.

Teletalk believes in empowering people as well as the innate potential in all of us to enact positive change together in our own lives. Teletalk Bangladesh Limited is still involved in a number of CSR activities as a corporation.

The corporate Social Responsibilities done by teletalk are mentioned below:

- **Service SIM to Freedom Fighters:** Teletalk has supported the War-wounded Freedom Fighters with 325 SIM. Talktime and other services equivalent to 500 Tk will be provided each month.
- **Short Code SMS Helpline for Children with Disability/Diseases:** The "666 – Children's Helpline" was set up to create a dedicated account in children in urgent need of financial support. Every SMS sent to this number was paid and in a special fund the sum were maintained. This account has been used for children's rehabilitation / treatment.
- **Children's Art Initiative:** It has created a unique forum for understanding and encouraging the creativity of adolescents. Teletalk sponsored a children's art competition with a partnership from the "Talent Promotion Project," where children engaged in a day-long exhibition of Bangladesh's seasonal pattern painting. From the contests based on chosen photos, a new "Billboard Calendar" was released.
- **Blanket Distribution Program:** Teletalk provided 500 (five hundred) sets of Blankets in the district of Rangpur to the people in distress during the winter.
- **Medical Treatment for Bushra:** A campaign to support Bushra, a survivor of Blood Cancer, was also initiated by Teletalk. You should send Bushra SMS to help raise money for medical treatment. Teletalk's unique technique was praised for a 3-year-old girl in need of bone marrow transplantation, as well as the whole community.

Chapter 3

Telecommunication Industries of Bangladesh

3.1 Telecom market:

Cell phones have become an essential part of everyday life for the citizens of Bangladesh and have made our lives easier and quicker as we can interact with others whenever we need them. So we really need to accelerate the technological transition and its continued growth that has made this country more competitive with the developed and developing world. Different cell phone operators, both local and foreign, have established a strong base in Bangladesh with the help of this cell phone technology. The operations of this company brought this telecom industry to the saturation point.

3.2 Technologies:

- **GSM:** GSM stands for "International Mobile Communications Service." This is primarily a European-based system, commonly used in Europe and elsewhere in the world. GSM uses multiple access (TDMA) time division variance and is the most commonly adopted. Since the GSM timeslots are smaller than the TDMA system, they contain fewer information but require data rates to begin at 300 bits per second. Using fewer timeslots when a call is inactive or can be more compressed. Calls do "frequency hopping" in GSM to facilitate the filling of gaps left by unused timeslots. This means that if the system is used, calls will jump between channels and timeslots to maximize use.
- **CDMA:** CDMA provides for "Multiple Access Code Module" used by various technologies of radio communication. It is an example of multiple access where multiple transmitters can simultaneously send information across a single channel of communication. It encourages many users to share a frequency band. To allow users

to do so without undue interference, CDMA utilizes transmission spectrum engineering and a specific coding system (where a key is allocated to each transmitter). Spread spectrum are methods by which a signal generated with a particular bandwidth (e.g. an electrical, electromagnetic or acoustic signal) is deliberately spread in the frequency domain, resulting in a signal with a wider bandwidth.

3.3 Mobile Phone Operators:

Bangladesh has five mobile phone providers. These are described below:

Grameenphone:



Grameenphone is known to be the number one mobile operator in Bangladesh with its software service GSM (Global Mobile Communication System). It started operations on March 26, 1997 in Bangladesh. It is the only government-owned limited company jointly run by Telenor (55.8 percent), Grameen Telecom (34.2 percent) and Government Share (10 percent) telecom carriers. It is considered to be one of the fastest-growing mobile phone network in Bangladesh. The stated objective of Grameenphone is to provide telecommunications services that are cost-effective and of high quality.

Products Offered by GP

Grameenphone provides its customers two types of services known as prepaid and postpaid packages.

Prepaid: This category includes 3 types of packages, such as- Nishchinto, Bondhu, D-juice

Postpaid: Xplore

Grameenphone also offers a range of value-added services, including SMS, MMS, Welcome Tunes, Voice SMS, SMS Push-Pull, Voice Mail and Fax and Data, GP Online Shop, GP Music, Easy Net, Ki dorkar, etc.

Banglalink:



Banglalink is another major cellular operator in Bangladesh that began its company in February 2005 with the slogan "make a better." The Sheba Telecom Pvt used to be called. Ltd. That's it. GSM (global mobile communication system) has been available in Bangladesh since 1998. Nonetheless, in 2004, Orascom Telecom purchased 100% of Sheba Telecomas ' stake and gave it its new name as a banglalink. Banglalink changed the status of mobile phones from a right to a necessity to bring mobile phones to Bangladesh's people to make room for them in their hearts.

Products Offered by Banglalink

Prepaid: Banglalink Desh, Banglalink Play, Banglalink Desh Ek Rate Darun, 1 Second Pulse, Banglalink Desh Hello, Banglalink Desh 10 fnf

Postpaid: At present there is one postpaid package of banglalink named Banglalink inspire.

Robi:

Robi Axiata Limited is a joint venture between Berthed Axiata Group, Malaysia (70%) and NTT DOCOMO INC, Japan (30%), formerly known as Telekom Malaysia International (Bangladesh), which started operations under the brand name AKTEL in Bangladesh in 1997. On 28 March 2010, the name of the network was rebranded as Robi, which means Sun in Bengali. On November 16, 2016, Robi entered Airtel as a single entity marked as Robi Axiata Limited. Axiata Group holds 68.7% of the company's stake, NTT DoCoMo 6.3% and Bharti Airtel holds 25% of the company's stake.

Prepaid: Unlimited FNF, Hoot Hut Chomok 32, Robi Club 34, Goti 36, Nobanno 37, Shorol 39

Postpaid: Postpaid Pack 1, Postpaid Pack 2, Postpaid Bundle Offers

Airtel:

Airtel Bangladesh Limited is another telecommunications company operating in Bangladesh focused on GSM. Airtel is the sixth mobile carrier to enter the Bangladesh market and was originally introduced under the brand name "Warid Telecom" on May 10, 2007. Warid Telecom International LLC, a corporation based in Abu Dhabi, sold the 70 percent interest of the firm to Bharti Airtel Limited in India. Bharti Airtel Limited has rebranded the company's operations under its own airtel branding since 20 December 2010. Today, on November 16, 2016, the airtel integrated with Robi by retaining a 25 percent stake in the company trading under the banner of ' Robi.

Products Offered by Airtel

Airtel provides both post-paid and pre-paid connection plans.

Prepaid: The packages are Winback offer, Adda, Golpo, Kotha, Foorti, Dolbol, Tk 23 bundle offer, Robi and airtel: Together creating #1 affordable network across the country

- Special On-net Rate Offer
- Jora SIM Offer

Postpaid: There are four postpaid packages. These are Airtel Exclusive, Airtel Classic, Airtel Advantage, Postpaid Smart Plan.

Teletalk:



Teletalk Bangladesh Limited is a limited company registered under the Bangladesh Joint Shareholders Registrar. It was established that Teletalk Bangladesh limited had a specific role in mind. As the only mobile operator in Bangladesh and the only company with a 100% indigenous technological and technology human resource base, Teletalk has progressed and improved its course over the years and performed several milestones to be truly proud of.

Products offered by Teletalk

Teletalk offers value-added products as well as prepaid and postpaid bundles such as teletune, work & jobs, music, sports, school, news updates, call management services, teletalk cell TV, mobile banking, movies, mobile fitness, mobile financial services, polli bills, emergency balance etc.

Prepaid: Projonmo, Bornomala, Youth, Agami 3G etc

Postpaid: Gravity, Rajanigandha, Shapla

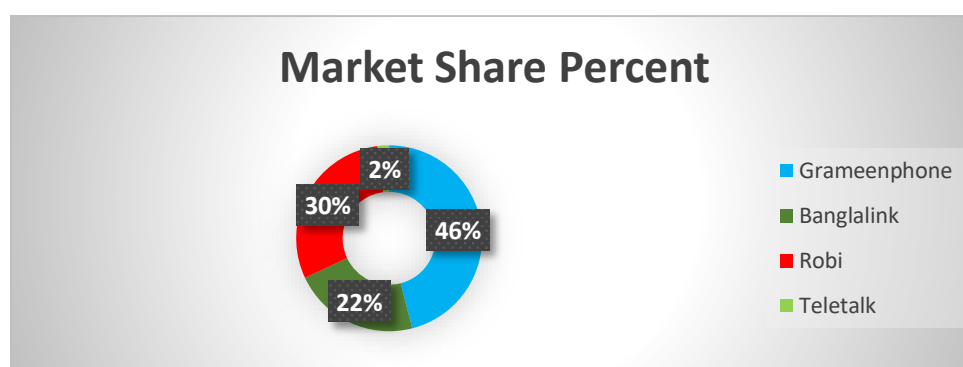
3.4 Market Share Analysis:

Table of Market share of the operators in millions

Mobile Operators	Market Share (Million)
Grameen Phone Ltd. (GP)	76.067
Banglalink Digital Communications Limited	35.049
Robi Axiata Limited (Robi)	48.349
Teletalk Bangladesh Ltd. (Teletalk)	4.706
Total	164.171

Source: (October, 2019)

Market share of the operators in Percentage



Source: (October, 2019)

Grameenphone holds the highest amount of market share than Banglalink and Robi, according to the statistic above. Nine percent of total market shares were managed by other three mobile operators. It therefore provides a clear indicator that the competition is among Grameenphone, Banglalink and Robi. Grameenphone is ahead by huge amount of market share. Robi Axita and Banglalink is in neck to neck to neck competition and Teletalk is far behind them. Teletalk has less number of market share among all the other operators.

Chapter 4

Teletalk's Comparative Analysis with other telecommunication

Industries of Bangladesh

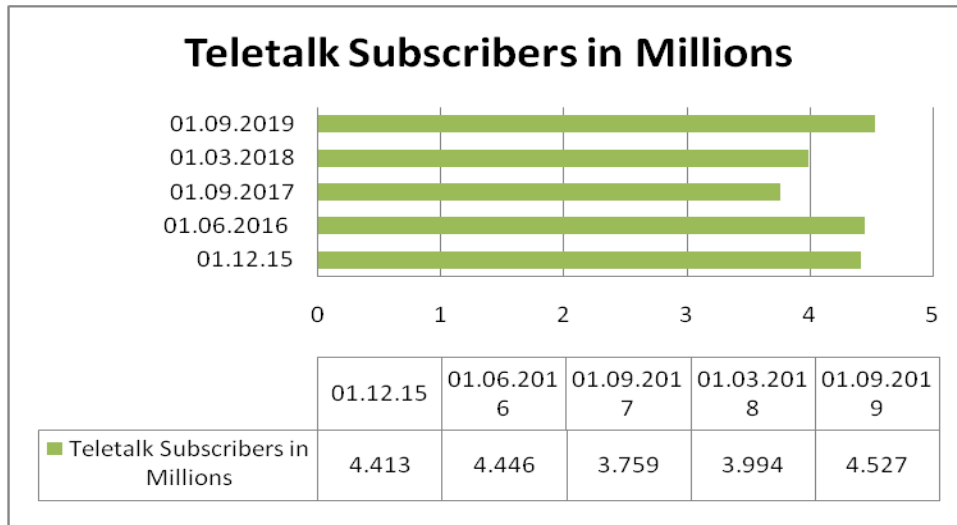
4.1 Market Characteristics

Due to increased demand and rapid technological transition, mobile phone industries are one of the most competitive business conditions currently. Its advantages such as expanded employment and wages, the mobile market is also becoming increasingly important in developing countries. Bangladesh has a huge mobile telecommunications sector and the business is rapidly expanding. Bangladesh's estimated total population as of Wednesday, November 30, 2016 is 163,697,687, based on the latest figures of the United Nations and the total number of active telephone users at the end of August 2016 is 117,758 million, i.e. about 71.94% of the total population use mobile phones. People are increasingly utilizing mobile phones and modems to access the internet and other data services, taking advantage of all the operators' new products and services. Approximately 62,248 million individuals are internet users (Mobile Phone Subscriber 2016), internet access via the mobile network and mobile internet continues to dominate with the expected launch of 3 G in 2012.

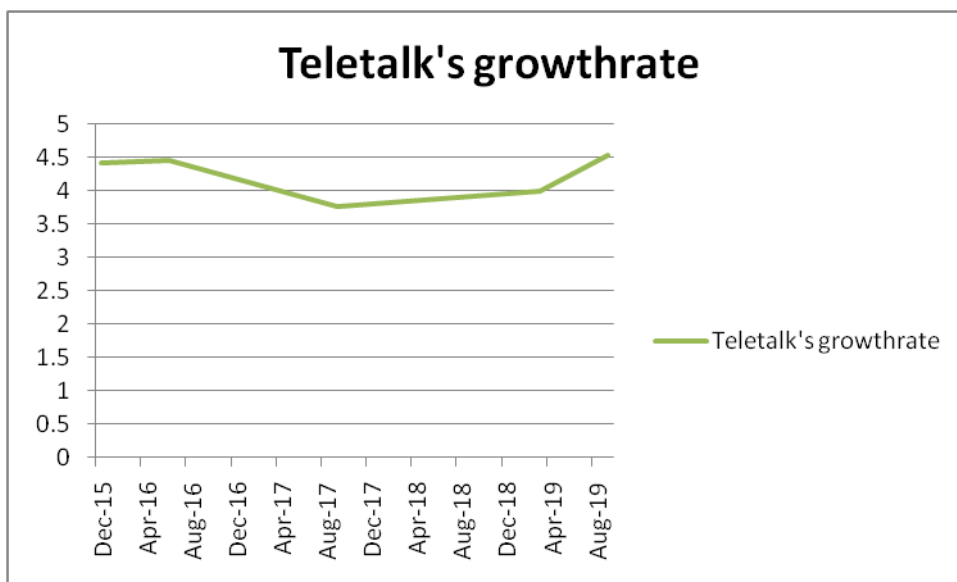
4.2 Performance of Teletalk over the years

Subscribers: The service of Teletalk Bangladesh Limited started in 2004. Subscribers grew slowly up to 2012. Nevertheless, their customers increased dramatically after adopting 3 G technologies. By the end of September 2015, the total subscribers of the company crossed more than 3.4 million. According to the Bangladesh Telecommunication Regulator Commission (BTRC), Teletalk had approximately 3,822 million subscribers before December 2016 and had already developed a 3 G network in all the divisional cities and 64 districts of the country. The

cumulative number of subscribers has now exceeded 4.525 million, and Teletalk is now setting up 3 G services in all 64 districts (Mobile Phone Subscriber 2019).



Growth Rate: Teletalk's growth rate is pretty good. Recently, Teletalk is experiencing a growing rate of growth. In fact, the growth rate rose at an excellent pace upon acquiring a 3 G certificate.



4.3 Origin:

Citycell was the country's first mobile operator to participate. The firm was renamed Pacific Bangladesh Telecom Limited (PBTL) in 1996 and introduced the Citycell brand, just a year ahead of GP.

A joint venture between Telenor, a leading Norwegian telecom company, and Grameen Telecom, a non-profit organization founded by Professor Dr. Yunus, created Grameenphone (GP). Telenor controls 55.8 per cent of ownership, and Grameen Telecom owns 34.2 per cent of ownership. The rest 10% are publicly traded.

In 1997, Robi Axiata Limited began its journey with the brand name "AKTel" in Bangladesh. They started as a joint venture between Telekom Malaysia and AK Khan and Company and Telekom Malaysia International (Bangladesh) formerly known as the company.

The firm rebranded as Robi on March 28, 2010, however, and the business is a joint venture backed by Axiata Group Berhad, Malaysia & NTT DOCOMO Inc., Japan. Robi Axiata and Airtel Bangladesh merged into a single entity called Robi Axiata Limited on November 16, 2016. After Grameenphone, this company will be the second largest user operator in Bangladesh. Axiata Group holds an entity stake of 68.7%, NTT DoCoMo 6.3% and Bharti Airtel holds a stake of 25%.

In 2004, Banglalink came onto the business. Naguib Sawiris, CEO of Orascom Telecom Holdings, confirmed in 2004 the takeover of Sheba Telecom (Pvt.) Limited at a cost of \$60 million. Gaining market share in the nation has been very competitive since its start.

Under the brand name "Warid Telecom," Airtel Bangladesh Ltd. initially started commercial operations. Warid Telecom sold a controlling 70 percent stake in the company to Bharti Airtel Limited in India in December 2005. As of December 20, 2010, Bharti Airtel Limited took control of the company and its board and rebranded the services of the company under its own

airtel brand. Airtel combined with Robi having a 25% interest in the company on November 16, 2016.

When it was formally introduced on December 28, 2004, Teletalk caused quite a stir. In the first few months, the company gained 2.5 lac subscribers. His development, however, deteriorated. Yet, since 3 G was introduced in October 2012, development rates have risen at an outstanding pace.

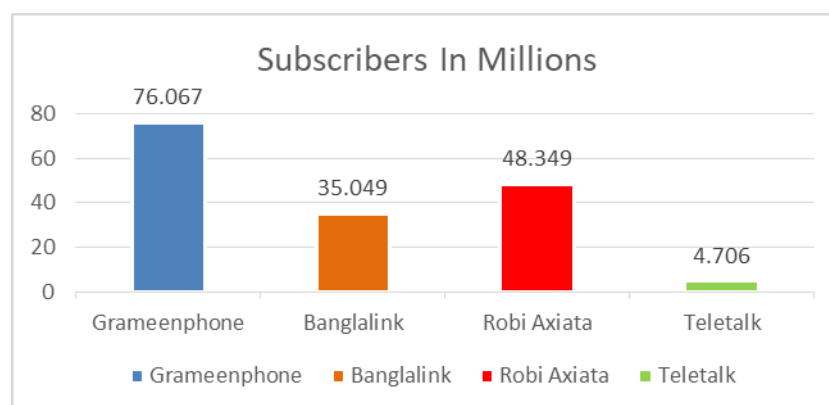
Origin of majority Stakeholders of telecom companies:

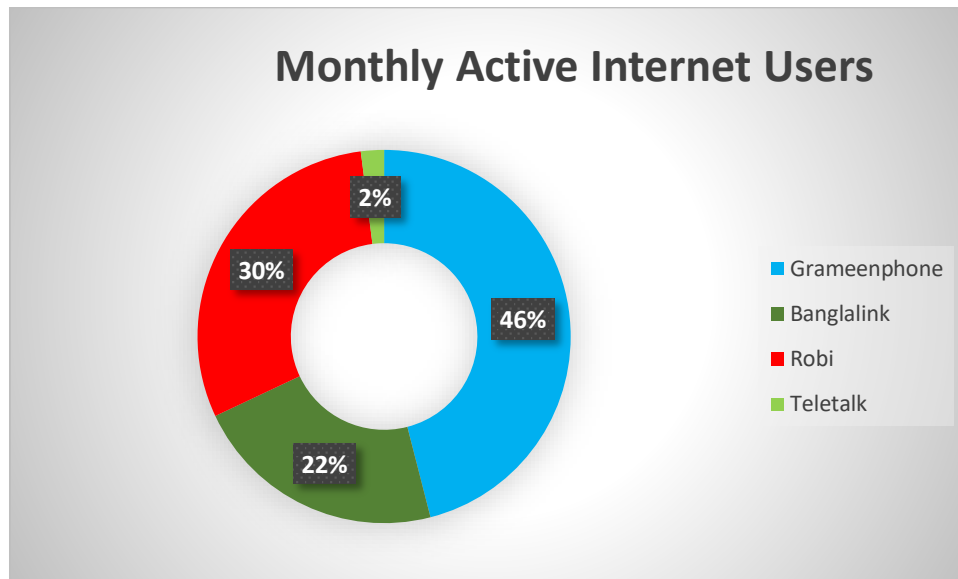
	Grameenphone	Robi	Banglalink	Airtel	Teletalk
Origin	Telenor (Norway)	Axiata Group Berhad (Malaysia)	Orascom (Egypt)	Bharti Airtel (India)	BTCL (Bangladesh)

4.4 Subscriber Analysis:

With 76.067 million subscribers out of a total market size of around 164.17 million subscribers as of August 2019, Grameenphone is currently leading the industry. Banglalink proudly boasts the network's 35.049 million subscribers and the industry's second place. With 48.349 million subscribers, Robi is growing rapidly. With 4.706 million subscribers, Teletalk is at the bottom.

Total number of Subscribers (October, 2019)





Monthly Active Internet Users (October,2019)

4.5 Performance Analysis by Porter's five forces model

The competitive environment in the telecommunications industry has become intensely competitive, with not only regular special offers and innovative value-added offerings, but also more and larger competitors and aggressive marketing, according to the last few years. The following sections define the competitive environment in the sector using the five-force concept of Michael Porter.

Threat of Rivalry (High)

Grameenphone and AKTEL dominated the market at the very outset of the telecom industry. These firms have never done anything to reduce their price prices. But when Banglalink and Teletalk came to market in 2004, there was a drastic change in the market. With a big shake, Banglalink entered the market and held people's mindshare through the years. The business has been on shaky grounds ever since Banglalink entered the market. The telecom companies were unexpectedly stepping up their advertising. Banglalink launched the first price war to enter the industry, and while this was good news for the customers, it was not the same for the operators.

Revenue fell dramatically and all operators modified their strategies to a business model based on volume.

Robi has expanded all of its branding and advertising efforts after the rebranding. In fact, in its initiatives it also became violent. They have significantly increased their spending on branding and advertising. Robi is now more popular and a well-known corporation as a result. Robi is Bangladesh's first organization to launch GPRS and 3.5 G networks. But as of August 2015, Banglalink now has 28,977 million subscribers and ahead of Robi (23,263 million subscribers).

Competition intensified after the introduction of Teletalk. Because it had started offering T&T (BTCL) interconnection in a cheaper and narrower manner, and customers caught the opportunity. But it lost its demand after a few days because it had no connection with the other private mobile operators. As a result, revenues decreased and Teletalk was unable to reach its goal and had less market impact.

Airtel is constantly trying to capture market share at low call rate after acquiring Warid, it has the potential to be a big player. But on November 16, 2016, Airtel integrated with Robi by retaining a 25% share in the company. With nearly 32.2 million active subscribers as of October 2016, Robi Axiata Ltd (Axiata, Bharti, NTT Docomo of Japan) is the second largest mobile phone provider in Bangladesh after the merger.

The competition between established rivals is therefore very strong.

Threat of New Entrants (Moderate to low)

Mobile Telecom is a capital and resource-intensive sector that for potential players in Bangladesh poses a significant entry barrier. There is a strong market & brand name for all the existing companies. Government rules and regulations — such as placing huge taxes on SIM cards, tight tariff control by the regulator, can also pose hurdles for entrants; in addition, the market fight between rivals has taken tariffs to their lowest level in this area. The biggest barrier

to entry into the mobile telecommunications industry in Bangladesh is to secure a radio spectrum license from the BTRC. Enterprises, though, are finding other ways to join the market, i.e. by integrating with other companies. For eg, to penetrate the Bangladesh sector, Bharti Airtel purchased 70% of Warid Telecom's stake and was rebranded as Airtel. Most finally, under the banner of Robi, Robi combined with Airtel to operate as a single entity. The threats posed by new entrants in the mobile industry thus tend to be mild to small.

Threat of Substitute Products (Moderate to High)

Mobile telecommunications is a high-tech industry, and the replacements that would replace today's products or services are closely linked to the creativity element. Consumers are more inclined to use them the more appealing the quality of replacement products. For eg, Banglalink's 100 MB social package is available for 7 days, while Airtel offers the same social package for 20Tk. Because of the difference in price and the efficiency of the network, users are more inclined to use Banglalink media pack than the Airtel facebook kit.

Since introducing 3 G in 2012, Teletalk was only one of the country's five providers to provide coverage utilizing 3 G technologies. However, as other mobile operators have launched 3 G in the same year, Teletalk will not have this benefit for a long time.

Therefore, there is a moderate to high threat from alternatives.

Bargaining Power of Buyers (High)

The six Bangladesh-based telecom companies providing almost identical types of services. In comparison, there are also small switching costs between operators that provide extremely high bargaining power to consumers. But for the remote area where alternative network is not available, the scenario is not the same.

Yet, in this sector, consumers usually have very strong bargaining power.

Bargaining Power of Suppliers (Moderate to weak)

Both mobile operators have a common brand and experience working on the global platform. Industries have the opportunity to purchase the necessary equipment from various international chains around the world. The negotiating power of mobile vendors varies depending on the brand name and the strategic importance of the products and the scale of the client. Huawei, the Chinese telecom equipment maker, is currently serving as one of Bangladesh's major telecom equipment providers, with major customers including Grameenphone, Banglalink, Robi, Citycell, Teletalk and BTCL. Huawei Technologies has recently played a major role in converting the network infrastructure of GP to the current 3 G standard (Star Company, 2010). All of these available resources provide the country's telecom industry with competitive price and abundant supply support.

The supplier's bargaining power in the industry is therefore moderate to weak.

4.6 SWOT Analysis

Strength of TBL

Group of loyal customers:

Patriotism is the core of our life in Bangladesh. As the only mobile operator in Bangladesh and the only operator with a 100% state-owned and engineering human resource base, Teletalk is growing to become the real people's phone – "Amader Phone." The slogan "Desher Taka Deshey Rakhun" gives people a great sense of seeing their country more economically solvent and strong. Despite a highly competitive telecommunications market, Teletalk is always engaged in a loyal customer group.

Good Management Committee:

As a state-owned company, the Board of Directors of Teletalk is made up of senior officials from government. Therefore, TBL has the opportunity to express its demand through the board members to the highest government authority. Teletalk has highly experienced and technologically skilled management, along with seasoned BoD leaders. Since the main part of management comes from the Ministry of Telecommunications, Bangladesh's first telecommunications industry (Bangladesh Telecommunications Company Limited), they have the utmost knowledge in this sector in Bangladesh. Teletalk has also hired private sector management skilled professionals, which is critical to keeping up with the competition.

Weakness of TBL

Customer Care Service:

There are major concerns about the operation of the call center. Subscribers have to wait in a line for a long time to get in touch. Aid rates for call centers are not split into various groups based on the degree of complicity.

Marketing:

It's hard for government organizations to spend huge marketing money for keeping all administrative processes in a tight schedule, while all companies are trying to make more space with all their marketing efforts. We note that Teletalk is slow in carrying out a marketing approach of 360 degrees and in evaluating its brand value.

Opportunity for Teletalk

Corporate subscribers:

Although it is impossible for Teletalk to compete with private companies, it can still carry all government employees under its banner as corporate customers, taking advantage of being a

government-owned company. Being a state-owned company, as private operators, Teletalk does not require high revenue. It can draw not only government entities but also private organizations to deliver the lowest market rate.

Attracting the Youth:

The younger generation is more optimistic, they are more genuine to see the product of their nation at the top and they respect their history. Teletalk has good market room to draw them with proper marketing.

Threat for Teletalk

Teletalk must contend with other big multinationals. • Lower call rates, increased competition and increased government restrictions against the telecommunications industry are just a few external threats that could hinder the future success of a telecommunications company. High SIM tax is also an obstacle to this industry's growth.

4.7 Some Recent Updates by BTRC

BTRC's latest update on the subscriber status of various cellular operators in Bangladesh

- In September 2019, Grameenphone launched 8 lac 94,000 new subscribers.
- In September 2019, Banglalink gained just 373,000 new subscribers.
- In September 2019, Robi launched just 5 lac 18,000 new subscribers.
- In September 2019, Airtel Bangladesh introduced 3 lac 72,000 subscribers.
- In September 2019, Teletalk gained 2 lac 17,000 users.

Chapter 5

SUMMARY

5.1 Findings

- With more than 76 million customers, Grameenphone is the largest mobile phone provider. We have the best coverage of the network, but we charge large for their offerings.
- Robi is the second largest mobile operator with 48 million subscribers as of October 2019 (Telecom subscribers) and has better product quality and the lowest price, but the capacity of their network needs to be improved in order to attract more subscribers.
- Banglalink ranks third with 35 million subscribers among operators as of October 2019
- Teletalk became Bangladesh's first 3 G service provider in 2012. Their high-speed broadband, video calling and cell television service generated a ripple on the industry after its 3 G rollout and built a network base in 64 districts, 441 Upazilas, and most of the highways.
- It has a good network system in The Sundarbans which other operators do not have.
- The introduction of value-added services such as university / college admission process, SMS-based examination outcome such as JSC, SSC, e-mail-based examination outcome, e-ticketing, etc. has made the application process and outcome free of trouble.
- Teletalk has international roaming coverage for 42 carriers from 34 countries and provides pre-payment and post-payment deals for corporate and technical consumers.

- Teletalk also provides prepaid, postpaid and enterprise personalized 3 G data packages at various speeds with the lowest price & 3 G broadband modem, MiFi and pocket router.
- Teletalk's customer service is one of the main areas for improvement.

5.2 Recommendations

I came up with some ideas after working the entire report. These are as follows:

- In 64 Districts, 441 Upazilas, and most of the highways, Teletalk has already established its network base. In order to reach more corners of Bangladesh, it should continue its network expansion. To compete, they should increase their network coverage. Otherwise, for 3 G Service, they will lose the first mover advantage.
- Through launching different services or products, they can rely more on their 3G company or sell more VAS to maintain, expand and retain existing, loyal and potential subscribers.
- Teletalk will boost the reputation of their company. During my internship at Teletalk, I personally asked many of my friends and family members what they feel about Teletalk through social networking sites. I found that Teletalk was viewed by a large number as a low-profile company. Teletalk's view is that their service is not successful and therefore less utilized. Teletalk thus needs to create a strong image of the company.
- Their helpline number 121 does not normally work well at times, and management can take care of the problem and find the solution.
- The customer service department of Teletalk does not have sufficient resources, including personnel and tool. Subscribers are therefore extremely unhappy with their customer service. The governing body of teletalk will consider this as a matter of priority and take the necessary steps.

Qualified workforce is needed for any organization's success. Employees need a regular training facility to become qualified. Teletalk's human resources are very weak. Teletalk should therefore build a strong HR team as a strong HR leads to achieving the goals of the company.

5.3 Conclusion

Bangladesh's telecommunications industry is highly successful. Until October 2012, Teletalk was a small player in this competitive environment. Teletalk opens the first 3 G network of the world in Bangladesh in October 2012. After that, an excellent rate of growth increases. The total number of Teletalk users reached 1.3 million on October 2012. The cumulative number of subscribers is 1.8 million at the end of March 13. By the end of September 2013, the total subscribers of the provider exceeded as many as 18 districts of the country at more than 2.4 m. Teletalk had nearly 2,822 million subscribers by December 2014 and 2,925 million subscribers by August 2016, according to the Bangladesh Telecommunication Regulatory Commission (BTRC). Teletalk's development is rising day by day.

In conclude, following the introduction of 3G in 2012, Teletalk began in become one of the subscribers' favorite brand names. It has a good reputation in the market as a government owned organization. Till this end of 2019 it has performed several social activities and still continuing. The organization will make enormous efforts to maintain and extend its role in the telecommunications industry, improve its profitability by offering new goods and value-added services, thus pleasing consumers and achieving its objectives.

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