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# Cellular Telecommunication Service Marketing of Banglalink: Problems and Prospects

Shahiduzzaman, Md

University of Rajshahi

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**CELLULAR TELECOMMUNICATION SERVICE MARKETING  
OF BANGLALINK:  
PROBLEMS AND PROSPECTS**

**THESIS  
SUBMITTED FOR THE AWARD OF THE DEGREE OF  
Master of philosophy  
IN  
Marketing**



**By**

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**DEDICATED**

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## Certificate

This is to certify that the dissertation, “**Cellular telecommunication service marketing of Banglalink : Problems and prospects**” is an original research work done by Md. Shahiduzzaman for the degree of Master of Philosophy in the Department of Marketing, Rajshahi University under my supervision. The thesis has not been submitted elsewhere for any other degree. The references cited in it have been duly acknowledged.

**Supervisor**

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## Declaration

I hereby declare that the work submitted here as a dissertation entitled on **“Cellular telecommunication service marketing of Banglalink : Problems and prospects”** for the degree of Master of Philosophy in the Department of Marketing, Rajshahi University is the result of my original research work, and it has not been submitted in part or full for any degree to any other university.

*Shahiduzzaman*, 21.06.11  
Md. Shahiduzzaman

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At first, I would like to express my gratitude to almighty **ALLAH** for giving me the opportunity to study at this stage and to complete the study successfully.

I always remember the inspiration of my beloved parents as they bless and encourage me to continue my study.

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I have thoroughly read many books, reports, articles and research papers by famous writers and visited different organizations concerned. I have used a lot of comments and thoughts of many authors and research documents from websites to make this thesis paper. I also took the comments of cellular phone users, dealers and company of Banglalink. These ideas and thoughts helped me a lot to develop the better concept and frame the strategies for the effective cellular phone marketing in Bangladesh. I do acknowledge their contribution to my study.

I am pleased to remember all the teachers and intellectuals of the world who contributed, are contributing and will contribute to the welfare and betterment of all creation from the beginning of the universe to till now.

To sum up, I would like to request all to forgive me if any omissions and mistakes are made in this thesis paper unwillingly.

Md. Shahiduzzaman



## Executive Summary

The cellular telecommunication industry of Bangladesh is at the moment experience accelerated growth. Free trade in cellular telecommunication promises to deliver at least three economic gains - New and improved product and services, lower prices and additional investment. Open trade in telecommunication services should result in more competition, lower price for most business and for many consumers and providing both with a choice of different service providers.

The cellular phone customers in Bangladesh have been happier than before, because they have more choice regarding service providers at present. The market is dominated by six cellular phone operators. These are Grammen phone, Banglalink, Robi, Aritel, City Cell and Teletalk.

Even a layman can feel the intensity of the competitiveness in the prospective market if they just go through newspapers and watch television. As the telecom operators are expending a huge some of money for putting advertisement and for media campaign. The present games in the telecom market are characterized by confusing market communication, bargaining power of consumers and newer price war in various forms.

All of the cellular phone operators are pushing very hard in respect to attractive package of call rate. But some times the companies are missing the exact need of the customers ultimately loose market share. Since Banglalink has entered to the market and some other companies planning to come in, it has been very tough time going on for the market leader and the second market leader. But they fail to recognize what the customers really want, they are sure to be driven out of the market.

Analyzing the marketing activities of Banglalink it is indicated that Banglalink is strong enough especially from capital side and able to solve its weakness quickly. The market competition is showing that Grammen phone built brand equity among its subscribers. Thus far, it has been able to hold on its leadership without doing very much. However, this is likely to change soon with the other telecom taking steps to increase their market share by keeping the consumers in mind. Few times ago people used Banglalink SIM as a second SIM. But days are changed; now people are more likely to use Banglalink SIM as the first one due to its new pre-paid tariff and other promotional activities. For lower call rate and others facilities **Banglalink desh** package is the most favorite package. The various services of Banglalink should be available and easier to ensure the customers-"YOU FIRST". Besides, the company has the expertise and background to pull off that kind of a game.

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## Chapter- 1

### 1.1. Introduction:

Cellular telecommunication service is one of the important wonders of modern science. It has made the communication easier. Cellular phone is playing an important role in communication sectors. Communication is the ability to share information through different techniques. There was a time when people used to communicate by painting on the walls of the cave. At that time smoke signals were another way to send messages to people who were not close enough to use words with. Today we have come a long way. Today we cannot even think a single day without telephone.

Cellular phone is one of the greatest blessings in telecommunication sector. Cellular phones are light, small and pocket size which is easy to port any where and any time. So people can communicate any one to its coverage limit. Bangladesh is no exception to this. Most of the customers of Banglalink are high and middle income people. Lately the lower income group is started to joining the user group.

In today's Bangladesh there is no perfect alternative of Banglalink. It is now on the flow of developing its program so rapidly that it has captured the second market share of cellular phone in our country.

There are six cellular phone companies in Bangladesh. The name of the cellular phone companies, brand names, number of consumers and their market share are given below.

Table 1.1: The name of the cellular phone companies, brand names, number of consumers and their market share.

SL. No.	Name of the companies	Name of the brands	Number of Consumers	Market share
1.	Grameen Phone	Grameen phone	3,42,80,000	46.00%
2.	Sheba Telecom (Pvt.) Ltd.	Banglalink	2,03,80,000	27.34%
3.	Axiata (Bangladesh)Ltd.	Robi	1,26,26,000	16.94%
4.	Bharati Airtel Ltd.	Airtel	41,84,000	5.61%
5.	Pacific Bangladesh Ltd.	City Cell	18,58,000	2.49%
6.	Tele Talk Bangladesh Ltd.	Tele Talk	12,04,000	1.61%

Source: The Daily Prothom Alo of 22nd February, 2011.

It should be mentioned that the Egyptian Telecom Company of ORASCOM TELECOM HOLDING has bought the Sheba Telecom (Pvt.) Limited. The ORASCOM TELECOM HOLDING has kept the original name of company Sheba Telecom (Pvt.) Limited unchanged. But the company has changed the cellular phone brand name from Sheba to Banglalink.

Banglalink was the last addition to the GSM family of ORASCOM TELECOM HOLDING. In September 2004, ORASCOM TELECOM HOLDING acquired a mobile services company, Sheba Telecom (Pvt.) Limited in Bangladesh with a nationwide GSM license valid until 2011. Since then, ORASCOM TELECOM HOLDING has installed new



management, upgraded the network and re-branded the company as Banglalink has rapidly deployed new network infrastructure, set up a distribution network and points of sale and designed complete commercial plans to offer high quality voice and data telecommunications services at competitive prices to the people of Bangladesh. It is also worth mentioning that an unprecedented success of sales results followed the commercial launch of Banglalink on the 12<sup>th</sup> of February, 2005.

The cellular phone market is a very important part of the consumer service industry. Banglalink, like any other successful company dealing with consumer service, has to keep a continual tap with the prevailing and potential subscribers. Due to this reason, Banglalink has to undertake intensive branding activities to facilitate the attainment of short-term organizational goals and long-term objectives.

The competition in the cellular phone sector is also increasing. Bangladesh is a small country with a huge population. It made the perfect play ground for the cellular phone operators.

### **1.2. Reasons to Choose the Title:**

Cellular telecommunication sector has created a new horizon in the 21<sup>st</sup> century. Now it has become the age of telecommunication media. For the development of any economy telecommunication is very much essential. Since the land phone's system is expensive and not available there after government is also encouraging cellular phone services. Cellular phone companies are playing an important role in the economic development of Bangladesh. Cellular phone companies have almost reached to the field of perfect competition.

In Bangladesh, the most fast serviceable cellular company is called Banglalink. In the beginning of operation of it, the growth rate was 257 percent. From the beginning in the year of 2005, in more than three years, the subscribers of the Banglalink has crossed more than 01 core. So, the title of this study has chosen because it is the best way to know about the marketing problems and prospects of Banglalink.

### **1.3. Importance of the Study:**

The development of the communication infrastructure is the pre-requisite of the rapid development of a country. Basically economic development depends on the mobility of the trade and commerce. And main barrier in developing the trade and commerce is underdeveloped communication system as the mobility of trade and commerce is dependent on the developed communication system. Trade and commerce have been expanded as cellular phone is introduced in Bangladesh. The businessmen are being able to be related with business from one corner to another.

The present world is the world of information technology. Cellular phone is being used highly as a medium of communication at present in Bangladesh. Cellular phone is keeping active role in giving and taking information in Bangladesh.

As a result of inventing cellular phone, in case of communication a revolutionary change occurred in communication system. Consequently communication among people has been easy. In spite of this, the density of using cellular phones in Bangladesh is less than other countries of the world.



Cellular telecommunication is very important in our everyday life. It is essential in every step of our life such as- in personal life, in business sphere, in social sector etc. It is easy to carry, we can communicate from anywhere. Emergency need can be met from long distance and cellular telecommunication is more economic. And through this service it can be communicated with more specific or more desired person. The importance of the study can be understood from the following points.

### **1.3.1. Company Viewpoint:**

Every company would like to serve their customers in an efficient way to increase the customer satisfaction level along with that the company wants to achieve its objectives. This study will help the company in the following ways:

- (i) To increase the market share:** This study will help the company to increase the market share. Because in this study it was tried to identify the service quality related problems and recommended some corrective measures. If the company takes initiative to solve the problem then the customer will be satisfied and new customer will use the service of the company. As a result market share of the company will be increased.
- (ii) To create good image:** This study will help the company to create good image. Company may have problems in the quality of service but if the problems are solved by considering customer requirement then it will create good image of the company among the customers.

**(iii) To increase sales volume:** If the problems related to the quality of service are solved then more customers will purchase the service of the company. As a result the sales volume of the company will increase.

### **1.3.2. Customer view point:**

Through this study, the users of the cellular phone will be able to know the service performances of the Banglalink especially about product, services and offerings policy and strategy. The customers also will be informed the present attitude of the company which will help the customers about more satisfaction and also about the company's policy.

The problems related with product policy and strategy and other in using cellular phone by the customer at present have been tried to present and the necessary remedial also tried to be presented in the study. As a result if the companies take steps to solve the problems then the customers will get the direct advantages. Customer's expectations always change with the changing environment. In this study it has been tried to find the requirement of the customers. If the company produces their service by considering the customers requirement then the customers can get better service.

### **1.3.3. Social and national viewpoint:**

Development of the communication infrastructure is the main condition of the economic development since mobile phone is one of the important ways to communicate. So in case of development of this sector the mobility in trade and commerce will be ensured. For the expansion of cellular phone all level people in the society are consuming its benefits.



At present Banglalink is engaging itself in social activities and extending their activities such as they have taken steps to protect environment and ensure the security and health of the people of the society.

If the company provides qualitative services to the customers than the customers will be satisfied and ultimately the society will be benefited. If the company serves its customers in a better way than company's share will increase significantly and then the company will create more employment opportunity to serve the increased market share. As a result it will be able to play more important role in the development of the society and economy of the country.

Banglalink pays tax to the government for operating his business. As a result huge money is being accumulated/gathered/collected in the national revenue. Government is spending this money in different development sectors to ensure the development of the country. Banglalink has created many job opportunities in our country. So this study is very important and from this study different parties will be benefited.

#### **1.4. Statement of the problem:**

Statement of the problem means the description of the study at a glance. As the study is related to problems and prospects of Banglalink cellular phone, here the study focuses the key elements of the services to satisfy the subscribers, obstacles behind the service offerings, changing and sophisticated needs of the customers etc. Another matter should be given priority that is the future potentials of the service as cellular telecommunication is now the part and parcel of today's world. In short it can be stated that the study is about an insight of service of Banglalink to satisfy the customers as well as making the base to grow future.

### **1.5. Objectives of the study:**

The objectives of this study are as follows:

1. To find out the marketing activities of Banglalink : Here the various marketing activities of Banglalink were found out.
2. To identify the problems related to cellular telecommunication service: To find out the marketing problems which are concerned with marketing service related to Banglalink cellular phone.
3. To indicate the prospect: To suggest some guide lines and also asses the future prospects of Banglalink.
4. To Suggest recommendation: To suggest some recommendation for the marketing problem of Banglalink .

### **1.6. Rationale of the study:**

This study will benefit the telecom industry by its identification the determinants of cellular phone marketing related problems and prospects. The study will also help to understand how it can satisfy the customers are with the service. However, it also helps to understand that how Banglalink will operate there marketing activities properly, where this company will be profited and society should not be hampered. However we have selected, a multinational company was chosen for this research work which is one of the leading telecom companies of Bangladesh. It was a matter of joy to work in the core marketing division of such a large company where it was found the exposure to international-level standards of marketing strategy of Banglalink is a highly competitive and dynamic business environment.



### **1.7. Scope of the study:**

The study was conducted with cellular phone company, dealers, users and has tried to identify that the marketing problems and prospects of Banglalink. This research work is the marketing problems and prospects of Banglalink for this reason the other marketing activities of Banglalink it helps too. However in this research study, it has been tried to cover the marketing activities of Banglalink around Bangladesh.

### **1.8. Methodology of the study:**

To conduct the study, primary data were collected through personal interview with a structured questionnaire.

To measure the marketing problems and prospects of Banglalink in Bangladesh, a scale was formed similar to Likert-five points scale, where the number 1 indicates 'strongly disagree' and the number 5 indicates 'strongly agree'. In this study the different types of questionnaire was used for collecting the data and information. The following rules were followed in this regard.

#### **1.8.1. Sample population:**

In this study, our sample population of interest consisted of all the users of Banglalink dealers of Banglalink and the company of Banglalink.

#### **1.8.2. Sample:**

Sample is a part or portion of whole population which is selected purposively. Moreover, in this study samples are selected from company, dealers and users of Banglalink.

### **1.8.3. Sample Area:**

Data were collected from Dhaka, Rajshahi, Rangpur and Nilphamari this 04 (four) districts.

### **1.8.4. Sample size:**

The sample size is enough and representative. For this research work a unit of 500 samples was taken. Sample units are cellular phone Company of Banglalink 01, dealer of Banglalink 09 and users of Banglalink 490.

### **1.8.5. Sample selection method:**

For this study cluster sample was used. Moreover, cluster sampling has been used as sample selecting method.

### **1.8.6. Data collection method:**

In this study questionnaire method has been followed for data collection. Personal interview and telephone interview have been followed for data collection. Data also have been collected from the secondary sources.

### **1.8.7. Preparation of questionnaire:**

Questionnaire is the set of questions that have been fixed earlier on the basis of which the respondents give the answer of the questions. The questionnaires were prepared carefully.

Especially wording of the questionnaires was emphasized because the clear answers depend on the clarity of the questionnaires. At the time of preparing question the word of the question was selected carefully and the sequence of the list of the question.



### **1.8.8. Pre-test of the questionnaire:**

Pre-testing means testing of the questionnaire on a small sample of respondents for the purpose of improving the questionnaire by identifying and eliminating potential problems. The sequence of the questions has been changed after pre-testing. It was reformatted and layout of the questionnaire according to the respondents who participated in the pre-test.

### **1.8.9. Data collection sources:**

Data collection is a very much important for any type of research of telecommunication sector. In this study data have been collected from primary and secondary sources

### **1.8.10. Data analysis and interpretation:**

For data analysis and interpretation some statistical formulae and Microsoft Excel software were used.

### **1.9. Limitation of the study:**

Problems that once arisen during the research the researcher should state much limitation to provide the reader with insight into special conditions pertaining to the work. The limitations of the study are given below:

**1.9.1. Time limitation:** Enough time was not available to perform this research. Banglalink has a lot of customers and it covers a lot of areas. So for the lack of times it was not possible to cover huge customer and huge area of Dhaka, Rajshahi, Rangpur and Nilphamari. If time would be more, it could be covered more customers and more area especially the rural areas.

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**1.9.2. Monetary limitation:** Lack of money it was difficult to bear the expenses of such research work. It was faced the shortage and hindrance of money to do this research work. Because the expenses of traveling different areas or appointing workers to perform the activities to complete this program are so high. This is not affordable. So it was difficult to collect all necessary information.

**1.9.3. Insufficient related study:** There is no sufficient and specific study on the issue. If there would be sufficient studies then it would be possible to get huge information which would make the study more effective. Although some information was obtained, it was inadequate which a great limitation.



## Chapter-2

### 2.1. The history of the telephone:

The telephone or phone is a telecommunications device which is used to transmit and receive sound (most commonly voice and speech) across distance. Most telephones operate through transmission of electric signals over a complex telephone network which allows almost any phone user to communicate with almost any other.

#### **An elementary telephone system consists of two elements:**

- For each subscriber, the system must contain the equipment necessary to convert sound to electrical signals and back. This equipment is called the "telephone" and allows users to speak and hear each other. Most telephones are in two parts: The handset is a handle containing the transmitter and receiver. The base contains a dial to initiate a call and a bell or other signaling device to notify the user of a telephone call from another user. Some telephones have more or fewer parts, and some don't have this kind of integrated handset.
- The system must connect the two or more telephones together. Historically, and still usually, this is by means of twisted pair telephone line, and usually via the worldwide telephone network or PSTN.

### 2.2. A timeline of the history of the telephone:

#### **1849-1875**

- 1849 Antonio Meucci demonstrates a device later called a telephone to individuals in Havana. (It is disputed if this is an

electric telephone, but is said to involve direct transmission into the body.)

- 1854 Charles Bourseul publishes a description of a make-break telephone transmitter and receiver but does not construct a working instrument.
- 1854 Antonio Meucci demonstrates an electric voice operated device in New York, but it is not clear what kind of device he demonstrated.
- 1860 Johann Philipp Reis demonstrates a make-break transmitter after the design of Bourseul and a knitting needle receiver. Witnesses said they heard human voices being transmitted.
- 1861 The German Philipp Reis manages transfer voice electrically over a distance of 340 feet, see Reis' telephone.
- 1864 In an attempt to give his musical automaton a voice, Innocenzo Manzetti invents the 'Speaking telegraph'. He shows no interest in patenting his device, but it is reported in newspapers.
- 1865 Meucci reads of Manzetti's invention and writes to the editors of two newspapers claiming priority and quoting his first experiment in 1849. He writes "I do not wish to deny Mr. Manzetti his invention, I only wish to observe that two thoughts could be found to contain the same discovery, and that by uniting the two ideas one can more easily reach the certainty about a thing this important." If he reads Meucci's offer of collaboration, Manzetti does not respond.
- 1871 Antonio Meucci files a patent caveat (a statement of intention to patent).



- 1872 Elisha Gray founds Western Electric Manufacturing Company.
- 1872 Prof Vanderwyde demonstrated Reis's telephone in New York.
- July 1873 Thomas Edison notes variable resistance in carbon grains due to pressure builds a rheostat based on the principle but abandons it because of its sensitivity to vibration.
- May 1874 Gray invents electromagnet device for transmitting musical tones. Some of his receivers use a metallic diaphragm.
- December 29, 1874 Gray demonstrates his musical tones device and transmitted "familiar melodies through telegraph wire" at the Presbyterian Church in Highland Park, Illinois.
- 2 June 1875 Alexander Graham Bell transmits the sound of a plucked steel reed using electromagnet instruments.
- 1 July 1875 Bell uses a bi-directional "gallows" telephone that was able to transmit "indistinct but voicelike sounds" but not clear speech. Both the transmitter and the receiver were identical membrane electromagnet instruments.
- 1875 Thomas Edison experiments with acoustic telegraphy and in November builds an electro-dynamic receiver but does not exploit it.

### **1876-1878**

- 11 February 1876 Elisha Gray invents liquid transmitter for use with a telephone, but does not build one.

- 14 February 1876 (about 9:30 am) Gray or his lawyer brings to the Patent Office Gray's caveat for the telephone. (A caveat was like a patent application without claims to notify the patent office of an invention in process.)
- 14 February 1876 (about 11:30am) Bell's lawyer brings to the Patent Office Bell's patent application for the telephone. Bell's lawyer requested that it be registered immediately in the cash receipts blotter.

Two hours later Elisa Gray's caveat was registered in the cash blotter. Although his caveat was not a full application, Gray could have converted it into a patent application, but did not do so because of advice from his lawyer and involvement with acoustic telegraphy. The result was that the patent was awarded to Bell. [1]

- 7 March 1876 Bell's US patent 174,465 for the telephone is granted.
- 10 March 1876 Bell transmits speech "Mr. Watson, come here, I want to see you." using a liquid transmitter described in Gray's caveat and an electromagnetic receiver described in Gray's July 1875 US patent 166,095.
- 16 May 1876 Thomas Edison files first patent application for acoustic telegraphy for which US patent 182,996 was granted October 10, 1876.
- 10 August 1876 Alexander Bell makes world's first long distance telephone call between Brantford and Paris, Ontario Canada.
- October 1876 Thomas Edison tests his first carbon microphone.



- 20 January 1877 Edison "first succeeded in transmitting over wires many articulated sentences" using carbon granules as a pressure sensitive variable resistance under the pressure of a diaphragm (Josephson, p143).
- 30 January 1877 Bell's US patent 186,787 is granted for an electromagnetic telephone using permanent magnets, iron diaphragms, and a call bell.
- 4 March 1877 Emile Berliner invents a microphone based on "loose contact" between two metal electrodes, an improvement on the Reis telephone, and in April 1877 files a caveat of an invention in process.
- 27 April 1877 Thomas Edison files telephone patent application. The US patents (474,230, 474,231 and 474,231) were awarded to Edison in 1892 over the competing claims of Alexander Graham Bell, Emile Berliner, Elisha Gray, A E Dolbear, J W McDonagh, G B Richmond, W L W Voeker, J H Irwin and Francis Blake Jr.[2]

Edison's carbon granules transmitter and Bell's electromagnetic receiver were used, with improvements, by the Bell system for many decades thereafter (Josephson, p 146).

- 4 June 1877 Emile Berliner files telephone patent application that includes a carbon microphone transmitter.
- December 1, 1877 Western Union enters the telephone business using Thomas Edison's superior carbon microphone transmitter.
- January 1878 First North American telephone exchange opened in New Haven, Connecticut.

- 4 February 1878 Thomas Edison demonstrates telephone between Menlo Park, New York and Philadelphia, a distance of 210 km.
- 14 June 1878 The Telephone Company Ltd (Bell's Patents) registered, London. Opened in London 21 August 1879 - Europe's first telephone exchange.
- September 12, 1878 The Bell Telephone Co. sues Western Union for infringing Bell's patents.

### 1879-1919

- Early months of 1879 The Bell Telephone Co. is near bankruptcy and desperate to get a transmitter to equal Edison's carbon transmitter.
- 1879 Bell merges with the New England Telephone Company to form the National Bell Telephone Company.
- 1879 Francis Blake invents a carbon transmitter similar to Edison's that saves the Bell company from extinction.
- 2 August 1879 The Edison Telephone Company of London Ltd, registered. Opened in London 6 September 1879.
- 10 September 1879 Connolly and McTighe patent a "dial" telephone exchange (limited in the number of lines to the number of positions on the dial.).
- 1880 National Bell merges with others to form the American Bell Telephone Company.
- 1882 A telephone company --an American Bell affiliate-- is set up in Mexico City.



- 1885 American Telephone and Telegraph Company AT&T is formed.
- 1886 Gilliland's Automatic circuit changer is put into service between Worcester and Leicester allowing for the first Operator dialing allowing one operator to run two exchanges.
- 13 January 1887 the Government of the United States moves to annul the patent issued to Alexander Graham Bell on the grounds of fraud and misrepresentation. Bell remanded for trial.
- 1889 AT&T becomes the overall holding company for all the Bell companies.
- November 2, 1889 A. G. Smith patents a telegraph switch which provides for trunks between groups of selectors allowing for the first time, fewer trunks than there are lines, and automatic selection of an idle trunk.
- 10 March 1891 Almon Strowger patents the Strowger switch the first Automatic telephone exchange.
- 30 October 1891 The Strowger Automatic Telephone Exchange Company is formed.
- 3 May 1892 Thomas Edison awarded patents for the carbon microphone against applications lodged in 1877.
- 3 November 1892 the first Strowger switch goes into operation in LaPorte, Indiana with 75 subscribers and capacity for 99.
- 27 February 1901 United States Court of Appeal declares void Emile Berliner's patent of the Bell telephone system
- 1915 Vacuum tubes used in coast-to-coast telephone circuits.

- 25 January 1915 First transcontinental telephone call, with Thomas Watson at 333 Grant Avenue in San Francisco receiving the call from Alexander Graham Bell at 15 Day Street in New York City.[1]
- 1919 AT&T installs the first dial telephones in the Bell System, in Norfolk, Virginia. The last manual telephones in the system were not converted to dial until 1978 when the last of the first bell phones were no longer made.

### 1927-2007

- 1927 First public trans-atlantic phone call (via radio)
- 1935 First telephone call around the world.
- 1941 Touch Tone dialing introduced for operators in Baltimore, Maryland
- 1946 National numbering plan (area codes)
- 1946 First commercial mobile phone call
- 1946 Bell Labs develops the germanium point contact transistor
- 1947 December, D. H. Ring, a Bell Labs engineer, proposed hexagonal cells for mobile phones.
- 1948 Phil Porter, a Bell Labs engineer, proposed that cell towers be at the corners of the hexagons rather than the centers and have directional antennas pointing in 3 directions.
- 1951 Direct Distance Dialing (DDD) first offered at Englewood, New Jersey, to 11 selected major cities across the United States; this service grew rapidly across major cities during the 1950s



- 1955 The laying of trans-Atlantic cables began
- 1958 Modems used for direct connection via voice phone lines
- 1960 ESS-1
- 1961 Touch-tone released to public
- 1962 T-1 service in Skokie, Illinois
- 1960's Bell Labs developed the electronics for cellular phones.
- 1970 ESS-2 electronic switch.
- 1970 Modular telephone cords and jacks introduced
- 1970 Amos Joel of Bell Labs invented the "call handoff" system for "cellular mobile communication system"
- 1971 AT&T submitted a proposal for cellular phone service to the FCC.
- 1973 April 3, Motorola employee Martin Cooper placed the first hand-held cell phone call to rival Joel Engel, head of research at AT&T's Bell Labs, while talking on the first Motorola DynaTAC prototype.
- 1975 Last manual telephone switchboard in Maine is retired
- 1978 Bell Labs launched a trial of the first commercial cellular network in Chicago using AMPS.
- 1982 FCC approved AT&T proposal for Advanced Mobile Phone Service (AMPS) and allocated frequencies in the 824-894 MHz band.
- 1982 Caller ID patented by Carolyn Doughty, Bell Labs
- 1987 ADSL introduced

- 1990 Analog AMPS was superseded by Digital AMPS.
- 1993 Telecom Relay Service available for the disabled
- 1995 Caller ID implemented nationally in USA
- 2002 Antonio Meucci was recognized as the first inventor of the telephone by the United States House of Representatives, in House Resolution 269, dated 11 June. The Parliament of Canada retaliated by passing a bill recognizing Canadian immigrant Alexander Graham Bell as the only inventor of the telephone.
- 2005 Mink, Louisiana gets phone service (Last in the USA)
- 2004 VoIP created

### **2.3. Digital telephony:**

The Public Switched Telephone Network (PSTN) has gradually evolved towards digital telephony which has improved the capacity and quality of the network. End-to-end analog telephone networks were first modified in the early 1960s by upgrading long-haul transmission networks with T1 carrier systems. Later technologies such as SONET and fiber optic transmission methods further advanced digital transmission. Although analog carrier systems existed, digital transmission made it possible to significantly increase the number of channels multiplexed on a single transmission medium. While today the end instrument remains analog, the analog signals reaching the aggregation point (Serving Area Interface (SAI) or the central office (CO) ) are typically converted to digital signals. Digital loop carriers (DLC) are often used, placing the digital network ever closer to the customer premises, relegating the analog local loop to legacy status.



#### **2.4. Wireless phone systems:**

While the term "wireless" in this context means radio and can refer to any telephone that uses radio waves (such telephones have existed since 1915: see "Hello, Hawaii, How Are You?"), it is primarily used for cellular mobile phones. In the United States wireless companies tend to use the term wireless to refer to a wide range of services while the cell phone itself is called a mobile phone, mobile, PCS phone, cell phone or simply cell with the trend now moving towards mobile.

The changes in terminology is partially due to providers using different terms in marketing to differentiate newer digital services from older analog systems and services of one company from another.

#### **2.5. Cordless telephone:**

Cordless telephones, invented by Teri Pall in 1965, consist of a base unit that connects to the land-line system and also communicates with remote handsets by low power radio. This permits use of the handset from any location within range of the base. Because of the power required to transmit to the handset, the base station is powered with an electronic power supply. Thus, cordless phones typically do not function during power outages. Initially, cordless phones used the 1.7 MHz frequency range to communicate between base and handset. Because of quality and range problems, these units were soon superseded by systems that used frequency modulation (FM) at higher frequency ranges (49 MHz, 900 MHz, 2.4 GHz, and 5.8 GHz). The 2.4 GHz cordless phones can interfere with certain wireless LAN protocols (802.11b/g) due to the usage of the same frequencies. On the 2.4 GHz band, several "channels" are utilized in

an attempt to guard against degradation in the quality of the voice signal due to crowding. The range of modern cordless phones is normally on the order of a few hundred meters.

## **2.6. Cellular phone:**

Most modern mobile phone systems are cell-structured. Radio is used to communicate between a handset and nearby cell sites.

When a handset gets too far from a cell site, a computer system commands the handset and a closer cell site to take up the communications on a different channel without interrupting the call.

Radio frequencies are a limited, shared resource. The higher frequencies used by cell phones have advantages over short distances. Connection distance is somewhat predictable and can be controlled by adjusting the power level. By only using enough power to connect to the "nearest" cell site phones using one cell site will cause almost no interference with phones using the same frequencies on another cell site. The higher frequencies also work well with various forms of multiplexing which allows more than one phone to connect to the same tower with the same set of frequencies.

### **2.6.1. Satellite phone:**

Some mobile telephones, especially those used in remote locations, where constructing a cell network would be too unprofitable or difficult, instead communicate directly with an orbiting satellite. Such devices tend to be bulkier than cell-based mobile phones, as they require a large antenna or dish for communicating with the satellite, but do not require ground based



transmitters, making them useful for communicating from remote areas and disaster zones.

### **2.6.2. Semi-cordless phone:**

There are phones that work as a cordless phone when near their corresponding base station (and sometimes other base stations) and work as a wireless phone when in other locations but for a variety of reasons did not become popular.

### **2.7. IP (Internet protocol) telephony:**

Also known as Internet telephony, IP Telephony is a service based on Voice over IP (VoIP), a disruptive technology that is rapidly gaining ground against traditional telephone network technologies. In Japan and South Korea up to 10% of subscribers, as of January 2005, have switched to this digital telephone service. A January 2005 Newsweek article suggested that Internet telephony may be "the next big thing." [1]

As of 2006 many VoIP companies offer service to consumers and businesses.

IP telephony uses a broadband Internet connection to transmit conversations as data packets. In addition to replacing POTS, IP telephony is also competing with mobile phone networks by offering free or lower cost connections via WiFi hotspots. As mentioned above VoIP is also used on private wireless networks which may or may not have a connection to the outside telephone network.

## **2.8. Global system for Mobile communications:**

The Global System for Mobile Communications (GSM: originally from Groupe Spécial Mobile) is the most popular standard for mobile phones in the world. GSM service is used by over 2 billion people across more than 212 countries and territories. The ubiquity of the GSM standard makes international roaming very common between mobile phone operators, enabling subscribers to use their phones in many parts of the world. GSM differs significantly from its predecessors in that both signaling and speech channels are Digital call quality, which means that it is considered a second generation (2G) mobile phone system. This fact has also meant that data communication was built into the system from the 3rd Generation Partnership Project (3GPP).

### **2.8.1. The GSM logo is used to identify compatible handsets and equipment:**

From the point of view of the consumers, the key advantage of GSM systems has been higher digital voice quality and low cost alternatives to making calls such as text messaging. The advantage for network operators has been the ability to deploy equipment from different vendors because the open standard allows easy inter-operability.[3] Like other cellular standards GSM allows network operators to offer roaming services which mean subscribers can use their phones all over the world. As the GSM standard continued to develop, it retained backward compatibility with the original GSM phones; for example, packet data capabilities were added in the Release '97 version of the standard, by means of GPRS. Higher speed data transmission has also been introduced with EDGE in the Release '99 version of the standard.



## **2.9. History of GSM:**

The growth of cellular telephone systems took off in the early 1980s, particularly in Europe. The lack of a technological standardization prompted the European Conference of Postal and Telecommunications Administrations (CEPT) to create the Groupe Spécial Mobile (GSM) in 1982 with the objective of developing a standard for a mobile telephone system that could be used across Europe.[4]

The first GSM network was launched in 1991 by Radiolinja in Finland.[5]

In 1989, GSM responsibility was transferred to the European Telecommunications Standards Institute (ETSI), and phase I of the GSM specifications were published in 1990. By the end of 1993, over a million subscribers were using GSM phone networks being operated by 70 carriers across 48 countries.[6]

## **2.10. Generation of cellular phone:**

### **2.10.1. First generation cellular phone:**

The first hand held mobile phone to become commercially available was the Motorola DynaTAC 8000X, which received approval in 1983. Mobile phones began to proliferate through the 1980s with the introduction of "cellular" phones based on cellular networks with multiple base stations located relatively close to each other, and protocols for the automated "handover" between two cells when a phone moved from one cell to the other. At this time analog transmission was in use in all systems. Mobile phones were somewhat larger than current ones, and at first, all were designed for permanent installation in cars (hence the term car phone). In Switzerland, the name for the car phone models was "Nationales



Autotelefon", and the abbreviation of it ("Natel") persists as the common designation for mobile phones. Soon, some of these bulky units were converted for use as "transportable" phones the size of a briefcase. Motorola introduced the first truly portable, hand held phone. These systems (NMT, AMPS, TACS, RTMI, C-Netz, and Radiocom 2000) later became known as first generation (1G) mobile phones.

In September 1981 the first cell phone network with automatic roaming was started in Saudi Arabia; it was an NMT system manufactured by Svenska Radio Aktiebolaget (SRA). One month later the Nordic countries started an NMT network with automatic roaming between countries.

### **2.10.2. Second generation cellular phone:**

In the 1990s, second generation (2G) mobile phone systems such as GSM, IS-136 ("TDMA"), DEN and IS-95 ("CDMA") began to be introduced. The first digital cellular phone call was made in the United States in 1990, in 1991 the first GSM network opened in Europe. 2G phone systems were characterized by digital circuit switched transmission and the introduction of advanced and fast phone to network signaling. In general the frequencies used by 2G systems in Europe were higher though with some overlap, for example the 900 MHz frequency range was used for both 1G and 2G systems in Europe and so such 1G systems were rapidly closed down to make space for 2G systems. In America the IS-54 standard was deployed in the same band as AMPS and displaced some of the existing analog channels.

Coinciding with the introduction of 2G systems was a trend away from the larger "brick" phones toward tiny 100–200g hand-held devices, which soon became the norm. This change was possible through technological



improvements such as more advanced batteries and more energy-efficient electronics, but also was largely related to the higher density of cellular sites caused by increasing usage levels.

### **2.10.3. Third generation cellular phone:**

Not long after the introduction of 2G networks, projects began to develop third generation (3G) systems. Inevitably there were many different standards with different contenders pushing their own technologies. Quite differently from 2G systems, however, the meaning of 4G has been standardized in the IMT-2000 standardization processing. This process did not standardize on a technology, but rather on a set of requirements (2 Mbit/s maximum data rate indoors, 384 kbit/s outdoors, for example). At that point, the vision of a single unified worldwide standard broke down and several different standards have been introduced.

During the development of 3G systems, 2.5G systems such as CDMA2000 1x and GPRS were developed as extensions to existing 2G networks. These provide some of the features of 3G without fulfilling the promised high data rates or full range of multimedia services. CDMA2000-1X delivers theoretical maximum data speeds of up to 307 kbit/s. Just beyond these is the EDGE system which in theory covers the requirements for 3G system, but is so narrowly above these that any practical system would be sure to fall short.

At the beginning of the 21st century, 3G mobile phone systems such as UMTS and CDMA2000 1xEV-DO have now begun to be publicly available. The final success of these systems is still to be determined.



Live streaming of radio and television [1] to 3G handsets is one future direction for the industry, with companies from Real [2] and Disney [3] recently announcing services

### **2.11. Telecommunication in Bangladesh:**

The telecommunication background of Bangladesh is not new. The chronological development is discussed below,

1. The Post and Telegraph department was created in 1853 in British India.
2. In 1885 the Telegraph Act was introduced in India which is the only law to govern this sector in India as well as in Bangladesh.
3. In 1962 Pakistan T & T Department was reconstructed after independent of India and Pakistan from British. Bangladesh was a province of Pakistan.
4. After Independent of Bangladesh in 1972 Bangladesh T & T Department was created.
5. But in 1975 Bangladesh T & T Department was renamed as Telegraph and Telephone Board (TTB).
6. After that in 1979 Bangladesh Telegraph and Telephone Board (BTTB) was formed and it was the only operator for telecom services throughout the country. After independent the performance and development of this government own sector were as follows,

After Independent the telecom services throughout the country were very poor. Such as-

- a. Few analog exchanges in big cities,
- b. Some CB (Central Battery) exchanges in big towns,
- c. Magneto exchange was almost in every Thana,

- d. National transmission was done by some physical lines, VHF radios and there was only two M/W routes,
- e. Overseas communication would perform on HF services.

**During: 1973-1985:**

1. Standard an Earth Satellite station was established at Betbunia in 1974 for overseas communication. It is still functioning.
2. First digital International Trunk Exchange (ITX ) for international call was set at Moghazar, Dhaka.
3. Standard B Earth Satellite station was set at Talimabad, Gazipur.
4. Analog microwave route was set at 9 districts.
5. Very high frequency (VHF) analog multi-access radio telephone for remote important subscribers and rural public call office (PCO) were set.

**During: 1986-1995:**

1. First digital exchange was set in Dhaka in 1989,
2. First microwave digital PDH (140 MBPS) was set in 17 districts,
3. Ultra high frequency (UHF) link was set from district to Upazila head quarter,
4. Another Standard an Earth Satellite station was set at Mohakhali, Dhaka,
5. Digital exchanges were set in 5 cities,
6. DRMASS (Digital Radio Multi Access Subscriber System) also was set,
7. In 1989 the monopoly of BTTB was broken. The Government of Bangladesh allowed two private operators for telecommunication business in the sector of PSTN,



8. Paging & radio trunking system were introduced,
9. In 1990 the Government of Bangladesh gave license for mobile phone service.

**During 1996-2000:**

1. During this period the important development was occurred in telecommunication sector in Bangladesh as this technology was also so advanced rapidly. Such as,
2. Data network & Internet services at divisional head quarters were set in Bangladesh,
3. Optical fiber cable and optical transmission system were introduced,
4. Inter town synchronous digital hierarchy (SDH) STM-1 level was set,
5. In 1998 National Telecom Policy was adopted first,
6. Three mobile phone operators successfully provided GSM mobile services
7. Private internet services were began to provide by different Internet Service Provider (ISP).

**During 2001-2004:**

Some important developments were also done by BTTB during these five years. Such as,

1. All old telephone exchanges at district towns were replaced by digital switching exchange.
2. SDH STM-4 STM -16 level systems were introduced.
3. Data & Internet services were began to provide in all district and 166 Upazila.
4. Introduction of Broad Band Services and also introduction of voice

over internet protocol (VOIP) system were started by BTTB in the name of economy international subscriber dialing (EISD).

5. One of the important events was that BTTB joined the SEA-ME-WE-4 submarine cable consortium. By this Bangladesh has connected with the telecommunication super high way.
6. In 2001 to control the telecom policy from a unique platform Bangladesh telecommunication regulatory commission (BTRC) was formed.
7. Many other private operators also came in the telecom market.

#### **During 2005-2006:**

1. Digital exchange was set in all Upazila head quarter and some Growth center places.
2. Telecommunication was began through submarine cable and thus the country started to walk over information super high way.

#### **During 2007-2008:**

1. On 1<sup>st</sup> July, 2008 BTTB was converted to a public limited company named as Bangladesh Telecommunication Company Limited (BTCL) by an ordinance perambulated by the president of Bangladesh.

### **2.12. Cellular phone in Bangladesh:**

#### **2.12.1. History of cell phone in Bangladesh:**

Bangladesh Telecom Limited (BTL) has obtained the license as the first company of the country to operate cellular, paging, and other wireless communication networks in 1989 and it turned into Hutchison Bangladesh Telecom Limited and launched Bangladesh's first cellular operation in August, 1993. And in February 1996, HBTL was renamed



Pacific Bangladesh Limited (PBTCL) and launched 'Citycell Digital' to market its cellular products.

Ending Citycell's monopoly business, TM International (Bangladesh) Limited, a joint venture company of Telecom Malaysia Berhad and A.K. Khan & Co. Limited was established in the year 1996 and the company launched its operation in 1997 under the brand name 'Aktel', now its company name Axiata (Bangladesh) Ltd and brand name is Robi.

The big player Grameen Phone (GP) obtained its cellular license in November 28, 1996 and launched its operation in March 26, 1997 and never looked back.

And after that another Malaysia-Bangladesh joint venture Sheba Telecom (Pvt) Limited launched its operation in 1998. But failing to come of the competitive edge, Sheba Telecom formally sold its cent percent shares to Egyptian telecom giant Orascom formally launched its operation under new brand name Banglalink in February 10, 2005 and shook the market with its inaugural package.

Though the much-talked about state owned company Teletalk Bangladesh Limited (TBL), the mobile unit of BTTB was formed on December 26, 2004 and Teletalk Mobile Service on December 29, 2004, but it formally launched its mobile telecom service on commercial basis on March 31, 2005.

After Banglalink coming to market a new player enter in to the market in 2011 named Bharati Airtel Limited and product brand name Airtel.

- **Network system frequency (MHz):**

Network	System	Frequency (MHz)
City cell	CDMA	800
Banglalink	GSM	900
Robi	GSM	900
Grameen Phone	GSM	1800 & 900
Airtel	GSM	1800
Teletlak	GSM	1800

**Table-A: Present services and technology.**

Table -A above shows all of the cell phone providers in Bangladesh. According to the table, currently Bangladesh has 2 systems running in the country- Code division multiple accesses (CDMA) and Global standard mobile (GSM).

Bangladesh is a populated country. The rate of demand has been increasing since the inception of telephones but pending demand has been increasing for decades (BTTB history, n.d.). However, this is not the case in cell phone sector. The Cell phone is a relatively new concept in BD, yet cell phone operators have managed to increase their capacity- presently there are approximately 2 million cell phone subscribers (Land phones, 2004). Pending demand does not exist in the cell phone sector due to rapid growth. As mentioned earlier, Grameen alone covers 64 districts of BD and has a well spread out network. BTTB has been handicapped by inefficiency and corruption. BTTB does not work within agreed time frames. Therefore, delay in procurement and decision making causes delays in procuring and installing of equipment (exchanges in this case) which are the main equipment for increasing capacity.



Revenue collection has been one of the most noticeable successes of cell phone operators in contrast to BTTB. There is not scope for later payment or dues in the cell phone sector. If one does not pay his bill, he will be disconnected automatically. Thus, no one gets special benefits and as a result every subscriber is of equal importance regardless of his rank within the nation. On the contrary, cell phone operators have been practicing strategies to exploit subscribers. Compared to other countries, Bangladesh's cell phone operators charge high prices. Because they are not monitored by the government and the fact that the demand for cell phone connections is high and operators have given birth to new concepts such as "GP to GP".

## Chapter - 3

### 3.0. BANGLALINK- An overview:

#### 3.1. Orascom Telecom Holding Limited:

Orascom Telecom Holding S.A.E (OTH), one of the most dynamic telecommunications company in the world, was established in 1998. Originally an Egyptian company, headquartered in Giza, Egypt, now operates in more than 10 countries and has grown to become the largest and most diversified GSM (Global Systems for Mobile Communications) network operator in the Middle East, Africa and Asia. With nine licenses covering the region, Orascom Telecom has positioned itself as a leading telecommunications conglomerate in emerging markets of this region. In fact, most of its companies are leading the industry in the country they operate, notably Mobilink in Pakistan. It is also the largest capitalized company on the Cairo & Alexandria Stock Exchange.

Orascom is a conglomerate of three different companies:

- ▶ Orascom Construction Industries
- ▶ Orascom Technologies
- ▶ Orascom for Hotels and Tourism.

However, Orascom Telecom is a holding company that owns and runs several mobile GSM networks across Egypt, the Middle East, Africa, and the Indian subcontinent. A Part of Orascom Telecom is publicly traded on the London and Cairo Stock Exchanges and the remainder of shares in the company is owned by the Sawiris family in Egypt.



Within five years from the date of its inception, OT established strong presence in the GSM Association (the world's leading wireless industry representative body), represented by Chairman and CEO Mr. Naguib Sawiris, who was selected to join the GSM Association's CEO Board since 2003. OT will have a strong impact on the multi-billion dollar global wireless network business, and will help guide the strategic planning for the future of the industry in the world.

The Sawiris family, of Egypt, owns the majority stake in the company (56.9%). Orascom Telecom Holding is a leading player in the Cairo and Alexandria Stock Exchange where it is traded under the symbol (ORTE.CA). On the London Stock Exchange, its GDR is traded under the symbol (ORTEq.L). OTH's IPO raised US\$320 million during the year 2000, and was the largest offering on the Egyptian Stock Market at the time.

Table 3.1: The above operational facts indicate the following:

Country	Brand name
Algeria	Djezzy
Pakistan	Mobilink
Egypt	MobiNil
Tunisia	Tunisian
Iraq	Iraqna
Bangladesh	Banglalink
Congo Brazzaville	Libertis
Zimbabwe	Tel Zim
Democratic Republic of Congo	Oasis Telecom

### **3.2. Banglalink:**

Orascom Telecom Bangladesh Limited (former Sheba Telecom Pvt. Limited) is a limited liability public company, duly incorporated under the Companies Act, 1994 of Bangladesh, with registration No.C-28679(2525)/95, and dated June 25, 1995. Its registered office is located at 7th Floor, Plot No.4, Block SW(H), Gulshan Avenue, Gulshan-1 Dhaka-1212, Bangladesh.

The Company commenced its commercial operation in Bangladesh in September 1995. In November 1996, it was further permitted by the Government of Bangladesh to operate a nationwide GSM cellular mobile system. The license granted to the company covers a period of 15 (fifteen) years, effective from November 11, 1996.

At its inception, Sheba Telecom (Pvt.) Ltd. was a joint venture effort between Integrated Services Limited (ISL), Bangladesh and Technology Resources Industries (TRI), Berhad, Malaysia. In September 2004, substantially all of the issued share capital of the company was acquired by Orascom Telecom Ventures Limited of the British Virgin Islands. On June 10, 2007, the company changed its name from Sheba Telecom (Pvt.) Limited to Orascom Telecom Bangladesh Limited. The name change was approved by Bangladesh Telecommunication Regulatory Commission (BTRC) on March 6, 2008.

Orascom Telecom Bangladesh Limited is 99.999% owned by Orascom Telecom Ventures Limited (OTV), which is a fully owned subsidiary of Orascom Telecom Holding S.A.E., Egypt (OTH). After a complete overhaul and the deployment of a new GSM network, the company re-



launched telecommunication services in February 2005 under the brand name Banglalink.

The principal objective of the Company is to provide telecommunication services across Bangladesh through the installation and operation of telecommunication facilities. When Banglalink began operations in Bangladesh, its impact was felt immediately. Almost overnight, mobile telephony became an affordable option for customers across a wide range of market segments. The mobile phone has since become the symbol of a positive change in Bangladesh.

This positive change, quite rightly attributed to Banglalink, has since become our corporate positioning, which is reflected in the slogan, “making a difference” or “din bodol”. Making a difference is the central theme that resonates through everything that we do, be it through our products, services, CSR, or other activities.

Banglalink is the latest addition to the GSM family of OTH. Naguib Sawiris, Chairman and CEO of OTH, announced the acquisition of Sheba Telecom (Pvt.) Limited with a cost of US\$60m in September of 2004. Banglalink launched its first prepaid services in February 2005 in nine major cities. The product had then been bundled with a handset and six scratch cards networth Tk. 1,800. The entire package had been priced at only Tk. 3,400, meaning that the handset would cost a consumer only Tk. 1,500 (a M2M SIM is priced at Tk. 100, the lowest in the industry).

The launch offer had allowed Banglalink to expand its subscriber base very quickly. Within one week of its launch the subscriber base had grown to 100,000 from a mere 30,000 and to over 300,000 in just one and half month (an astounding 900% growth).

### **3.3. Vision of Banglalink:**

The company aims to make a difference in the lives of the people. Its vision is to “Understand people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier”. To achieve this vision, the company has established some values that it tries to instill in its employees. They want their employees and the company as a result to be:

- Straightforward
- Reliable
- Innovative
- Passionate

### **3.4. Mission of Banglalink:**

Their mission is, therefore, to reduce the total cost of ownership of buying and using a cellular phone.

### **3.5. Objectives of Banglalink:**

All the Banglalink family members have one thing in common-A passion to serve. They want to go that extra mile, so that people can have the best possible service investing in the future of Bangladesh.

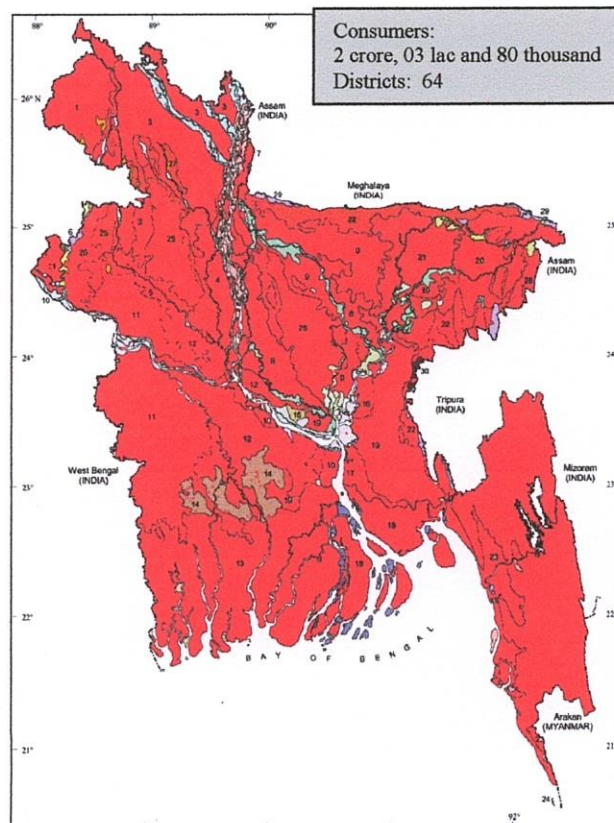
As Sheba Telecom, the worst performing network operator in the industry, the company had only 30,000 subscribers. To dispel this image, OTH had re-branded Sheba as Banglalink in an attempt to give it a completely new image. With that kind of a reputation at its disposition, the Banglalink management has placed one of the highest priorities on improving its network. In this respect, they have installed state-of-the-art



equipment from Siemens and Huawei and brought in over 1,000 people, including experts, from 15 countries around the world to set up the required infrastructure. The system took a record of four months (less than half the normal time) to build. In 2007 alone, Orascom plans to invest \$120 million, earmarking close to another \$300 million for future investments.

While Banglalink started out quite small, it has increased its coverage from 9 to 23 districts in just over three months. The company plans to provide mobile communication coverage to all the 64 districts of the country and its major highways by the end of the year. Moreover, in less than only two years, it now has 2 crore, 03 lac and 80 thousand subscribers.

### 3.6. Network coverage of Banglalink:



### 3.7. Optical fiber network of Banglalink:



### 3.8. Some important functional departments of Banglalink:

There are approximately eight functional departments in the organization. The functions of these departments are described in the following sections:

#### 3.8.1. Marketing department:

The Marketing team also consists of several teams, which includes Public Relation & Communications, VAS, Loyalty & Retention and International Roaming. The teams all report to the Marketing Director.



The Loyalty & Retention team is responsible for the designing of the special offers launched from time to time in an attempt either to increase customer base or to increase ARPU. The VAS division is responsible for the continuously adding valuable services to provide a complete solution to existing customers, for example, for making conference calling & ring tone/logo downloads possible. These two teams together are in charge of making the customers experience with our network more satisfying.

PR & Communication is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors. While other companies have an entire department for promotions and branding, at Banglalink™ this division, consisting of only a handful of people is responsible for this task.

Banglalink has International Roaming facility now in 110 countries and 250 networks by using only an international credit card is needed to pay the bill. The marketing team already developed the service for its pre-paid and post-paid subscribers.

### **3.8.2. Human resources department of Banglalink:**

Aside from recruiting and training employees, the HR department is also responsible for disseminating internal communication to all users and in the process of developing compensation packages for its employees, such as medical insurance under the group plan, life insurance and running several activities such as the Vaccination Program for all.

Training activities are continuously taking place to develop and hone the skills & knowledge of the personnel, such as the English Language & MS Project Courses for selected employees and conducting a GSM Orientation session for all employees, especially the Sales, Marketing & Customer Care Departments who have to deal with customers.

➤ **Banglalink ensures for its employees:**

- ▶ A friendly, professional and mutually supportive environment that encourages people to develop their potentials to an optimal level.
- ▶ A true quality of professionalism that can be found in all world-class multinational companies
- ▶ Team oriented professionals, who contribute to the greater whole of the organization through their participation in decision-making situations.
- ▶ A system which recognizes and rewards groups as well as individuals for their efforts and contributions to the company.

**3.8.3 IT & Billing department of Banglalink:**

The IT & Billing department, as is evident from the name, is in charge of all the hardware, software and program requirement of the other departments. They also generate the bills for the company subscribers (pre-paid, post-paid).

**3.8.4. Administration department of Banglalink:**

A part from the Administration division, the department also consists of the Legal division and the Project Management Office.



### **3.8.5. Finance department of Banglalink:**

The finance department is the largest department at the head office with an entire floor devoted to their needs. They consist of the Procurement & Cash Management divisions among many others.

### **3.8.6. Technical department of Banglalink:**

The technical people are all located at Hosna Tower in Gulshan – 1, but many work off site, taking care of BTS or BSCs. The various divisions of this particular department include Access Network, Core Access, O&M, and Rollout.

## Chapter- 4

### **4.0. Industry Analysis: Overview of the others cellular phone operators in Bangladesh:**

#### **4.1. Grameen Phone:**

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

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.

The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the years.

The international shareholder brings technological and business management expertise while the local shareholder provides a presence throughout Bangladesh and a deep understanding of its economy. Both are dedicated to Bangladesh and its struggle for economic progress and have a deep commitment to Grameenphone and its mission to provide affordable telephony to the entire population of Bangladesh.



In the fast-paced world of telecommunications, vibrant and dynamic Corporate Governance practices are an essential ingredient 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 day-to-day operations.

Being a public limited company, the Board of Directors of Grameenphone have a pivotal role to play in meeting all stakeholders' interests. The Board of Directors and the Management Team of Grameenphone are committed to maintaining effective Corporate Governance through a culture of accountability, transparency, well-understood policies and procedures. The Board of Directors and the Management Team also persevere to maintain compliance of all laws of Bangladesh and all internally documented regulations, policies and procedures.

Grameenphone is a truly transparent company that operates at the highest levels of integrity and accountability on a global standard.

Grameen phone is one of the largest private sector investments in the country with an accumulated investment of BDT 7600+ corer up to May 2007. Grameen phone is also one the largest taxpayers in the country, having contributed nearly BDT 5000 corer in direct and indirect taxes to the Government Exchequer over the years. Of this amount, BDT 2000+ corer was paid in 2006 alone.

GP 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.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004, 5.5 million in 2005, 7.15 million in 2006 and it ended with 8.50 million customers in the middle of 2007.

From the very beginning, Grameenphone placed emphasis on providing good after-sales services. In recent years, the focus has been to provide after-sales within a short distance from where the customers live. There are now more than 600 GP Service Desks across the country covering nearly all upazilas of 64 districts. In addition, there are nine GP Customer Centers in all the divisional cities and they remain open from 8am-8pm every day including all holidays.

GP has generated direct and indirect employment for a large number of people over the years. The company presently has more than 3,000 full, part-time and contractual employees. Another 70,000 people are directly dependent on Grameenphone for their livelihood, working for the GP dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others. In addition, the Village Phone Program, also started in 1997, provides a good income-earning opportunity to more than 200,000 mostly women Village Phone operators living in rural areas. The Village Phone Program is a unique initiative to provide universal access to telecommunications service in remote, rural areas. Administered by



Grameen Telecom Corporation, it enables rural people who normally cannot afford to own a telephone to avail the service while providing the VP operators an opportunity to earn a living.

The Village Phone initiative was given the "GSM in the Community" award at the global GSM Congress held in Cannes, France in February 2000. Grameenphone was also adjudged the Best Joint Venture Enterprise of the Year at the Bangladesh Business Awards in 2002.

Grameenphone considers its employees to be one of its most important assets. GP has an extensive employee benefit scheme in place including Gratuity, Provident Fund, Group Insurance, Family Health Insurance, Transportation Facility, Day Care Centre, Children's Education Support, and Higher Education Support for employees, in-house medical support and other initiatives.

➤ **Corporate responsibilities vision and goals of Grameenphone:**

At Grameenphone, we live by the statement "Development is a journey, not a destination." Our work is not just about ensuring connectivity; it is about connecting with people and building relationships, based on trust, with our subscribers, business partners, employees, shareholders, as well as the wider community. Grameenphone always believed that good development is good business. While they maintain their business focus, taking the nation forward remains their top priority. Thus their relationship with Bangladesh is built on a partnership which strives to achieve common economic and social goals.

Corporate social responsibility, as we see it, is a 'complementary' combination of ethical and responsible corporate behavior, as well as a

commitment towards generating greater good for the society by addressing the development needs of the country.

➤ **CR vision:**

To be recognised as the most socially responsible mobile operator in Bangladesh and in the corporate sector.

➤ **CR goals of Grameenphone:**

- Create shared value for Grameenphone and society through our mobile technology Integrate responsible business practices in all operations.
- Integrate responsible business practices in all operations.

➤ **Grameen Phone: At a Glance**

	<b>Events</b>	<b>Particulars</b>
1	Obtaining License	November 28,1996
2	Commercial Launching	March 26,1997
3	Products	Post-Paid and Pre-Paid
	Post-Paid	GP Regular: Both way BTTB Connectivity + ISD connection. GP National: With BTTB Incoming Connectivity GP- anytime 300 GP- anytime 450
	Pre-Paid	Pre-Paid many Packages
4	Network Coverage	GrameenPhone has covered 64 districts.
5	Technology	GP uses GSM (Global System for Mobile) technology



➤ **Value added services of Grameenphone:**

- Call Block
- Friends & Family
- Missed Call Alert
- Mobile Backup
- MMS
- Voice Mail Service
- Pay for Me
- Flexiload
- Balance Transfer
- Vehicle Tracking
- Welcome Tune
- Voice SMS
- International SMS
- International MMS
- Ebill
- Facebook SMS.

➤ **Flexiload of Grameenphone:**

Grameenphone was first in Bangladesh to introduce the innovative electronic bill payment system Flexiload, for our valued subscribers.

With Flexiload service, life becomes easy! No more need long queue or miss the time to the pay bill at the Bank. Moreover, barred phones will be automatically unbarred within a few minutes of paying bill through the Flexiload system. You can pay any amount of your billed or unbilled usage.

➤ **Bill payment through Flexiload:**

To pay your GP post-paid bill through this system, you need to visit your nearest Grameenphone authorized Flexiload retail outlets or points of sale with the Flexiload Post Paid signage. Upon choosing any amount

between Tk. 50 to Tk.50,000 please provide your phone number to the retailer, the retailer will initiate the bill payment process from his mobile phone handset. After successful completion of the payment, both you and the retailer will receive a confirmation SMS. Once you have received the SMS your bill have been paid. It's that simple!

➤ **Prepaid account reloads through Flexiload:**

To reload your pre-paid account please visit any of the nearest Grameenphone authorized scratch card retail outlets or points of sale displaying the Flexiload sign. Choose any amount between Tk.10 to Tk. 5,000, make the payment to the retailer, and the retailer will instantly reload your account from his mobile handset. After a successful reload, you will receive instant confirmation on your mobile handset through SMS.

➤ **International roaming of Grameenphone:**

GrameenPhone became the first mobile phone operator in Bangladesh to offer its subscribers International Roaming facilities in March 1999. GP subscribers who have the International Roaming facility can use their mobile phones in foreign countries where GrameenPhone has partner networks. Subscribers of partner networks will also be able to use their mobile phones while visiting Bangladesh.

➤ **Advertisement & Promotion of Grameenphone:**

GP has managed to develop and design the A&P materials from in-house since GP has its own DTP (Desktop Publishing) unit. However, at the early stage of service, GP appointed Roop Adverting agency as GPs adverting agency.



➤ **Branding of Grameenphone:**

A connection exists between every person regardless of the distance that separates. And each person is designed to seek out those connections, to stay in touch.

Grameenphone serves as that correlating string that connects thousands of people across the country, across the world. It makes the daunting physicality of distance and time trivial. And thus it brings people together, holding their dreams and hopes, joys and sorrows, helping them stay close.

This power to connect all, eliminating all differences, is the power of Grameenphone- the power to create magic for every common man, the magic of love, the magic of closeness.

➤ **Brand Promise of Grameenphone:**

**Stay Close.**

➤ **Mission of Grameenphone:**

Leading the industry and exceed customer expectations by providing the best wireless services, making life and business easier.

➤ **Vision of Grameenphone:**

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.

➤ **Values of Grameenphone:**

- Make It Easy
- Keep Promises
- Be Inspiring
- Be Respectful.

**4.2. Citycell:**

Citycell (Pacific Bangladesh Telecom Limited) has been converted into a Public Limited Company with effect from 28 March, 2008 in compliance with the Notification No. SEC/CMRRC D/2006-159/Admin-03/23 of Securities and Exchange Commission of Bangladesh.

Following lists the shareholders of the company:

- Pacific Motors Limited.
- Pacific Traders Limited.
- Pacific Industries Limited.
- Far East Telecom Limited.
- SingTel Asia Pacific Investments Pte Ltd.
- SingTel Consultancy Pte Ltd.
- Singapore Telecom Paging Pte Ltd.

CityCell was offered a cellular license in Bangladesh by the Ministry of Post and Telecommunication on March 1990. In June 2005 45% share of City Cell has been acquired by SingTel (Singapore Telecommunications Limited).



➤ **CityCell:At a Glance**

➤ **Key features of Citycell:**

1. Simplest mobile package in the market.
2. Best FnF call rates to other operators.
3. Attractive call rates to Citycell numbers.
4. Competitive call rates to other operators.
5. Supports high speed wireless data.
6. Full access to all Value Added Services (VAS) such as Hello Tunes etc.
7. BTCL and ISD incoming and outgoing facility.

➤ **For Pre-paid users of Citycell:**

- All Citycell One, and Citycell One 85 subscribers can migrate to this new price plan by writing Y to 4567 SMS at free of cost.
- 60 sec. pulse applicable.
- Tk. 0.20 call setup charge is applicable for Citycell to Citycell, Citycell to other operator and FnF calls in first minute.
- Upon first successful recharge of Tk. 50 scratch card subscriber will receive Tk. 25 bonus talk time and 500 on-net free SMS with 5 days validity instantly. Rest Tk. 350 will be disbursed in 7 equal installments i.e. Tk. 50 upon recharge of Tk. 100 with 5 days validity each.
- All bonus talk time is usable for on-net calls only with Tk. 1.50/min + 15% VAT.
- 100 MB free data will be given on activation to all new connections only with 5 days validity. To activate this offer type

100 and send to 9666 (port charge free). Subscribers must require activating this offer before subscribing to any other data plan.

- Free SMS can be checked through \*887. Free data usage can be check by writing usage to 811.
- All permanently disconnected subscribers will avail the Citycell One new price plan only from the commercial date onwards.
- 15% VAT applicable in all tariff mentioned above.

➤ **For Post-paid users of Citycell:**

- 4 FnF numbers to other operators.
- 30 sec pulse applicable for all outgoing voice calls to other operators.
- TK. 50 monthly rent applicable.

	Events	Particulars
1	Obtaining License	March 1990.
2	Commercial Launching	August 1993.
3	Products	Post-Paid and Pre-Paid
	Post-Paid	Shabar Phone (Mobile 250) CityCell500 Amar Phone CityCell Premium etc
	Pre-Paid	Aalap 24, Aalap B, Aalap Call me etc
4	Network Coverage	Citycell has covered 64 districts.
5	Technology	CDMA

➤ **Benefits of CDMA:**

- Superior voice quality and clarity by eliminating background noise.
- Low power consumption; hence higher talk time, enhanced battery life.



- Minimum health risks compared to other wireless technologies.
- Increased security and privacy as none other than the called person can listen to your conversation.
- Higher data transfer rates.
- Reduced interference on other electronic devices.

### **4.3. Tele Talk:**

#### **Teletalk Bangladesh Limited:**

Teletalk Bangladesh Limited is a public limited company, registered under the Registrar of the Joint stock companies of Bangladesh. Total shares owned by the Government of the Peoples Republic of Bangladesh.

We continue to grow and engage our customers through our clear commitment to offering high quality products and services as well as leading customer retention and loyalty programmers. Teletalk continues to be a part of the revolution that's connecting millions of Bangladeshi people and around the world.

Teletalk Bangladesh limited was established keeping a specific role in mind. Teletalk has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true people's phone – "Amader Phone".

**Table 4.1: Products, Network and Technology of Teletalk:**

	Events	Particulars
1	Products	Pre-Paid and Post-Paid
	Pre-Paid	Pre-Paid Padma, Pre-Paid Standard, Pre-Paid Shapla etc.
	Post-Paid	Post-Paid Standard, Post-Paid Rojonigondha, Post-Paid Shapla etc.
2	Network Coverage	64 districts.
3	Technology	GSM

➤ **Prepaid Packages: Shadheen 66**

➤ **Features of Shadheen 66 package:**

- Connection charge: Tk. 399, Initial talktime Tk. 200 and SMS Tk. 100.  
Tk. 100 provided Tk. 50 recharge within 30 days from activation and Tk. 100 provided Tk. 50 recharge within next 30 days.
- 1st Minute pulse.
- FnF numbers, [Teletalk numbers at only Tk. 0.25/min & Other operators at Tk. 0.55/min].
- GPRS facility.
- Incoming Bonus facility.
- TK 0.49 initiation charge for each call in 1st minute.
- Value Added Services available.

**Table 4.2.: Tariff/Charges of Shadheen 66 package:**

Call Directions	Rates shown as per minute basis	
	Call Categories	Any Time
Out Going Calls	Teletalk to Teletalk	Tk. 0.66
	Teletalk to Others	Tk. 0.66
	Teletalk to Overseas	<u>ISD &amp; EISD</u>
SMS	Tk. 0.50	
GPRS	Tk. 0.016/KB or Unlimited fee Tk. 666.00/Month	



➤ **Standard package features:**

- 1st minute 30 sec pulse and 15 sec pulse from the second minute onwards.
- FnF applicable for 3 numbers [Teletalk Tk. 0.75/min and other operators Tk. 1.25/min].
- GPRS facility.
- Life long validity.
- Value Added Services available.

**Table 4.3: Tariff/Charges of Standard package:**

Call Directions	Rates shown as per minute basis		
	Call Categories	Peak [8am-12am]	Off Peak [12am-8am]
Out Going Calls	Teletalk to Teletalk	Tk. 1.40	Tk. 0.60
	Teletalk to Others	Tk. 1.90	Tk. 1.00
	Teletalk to Overseas	<u>ISD &amp; EISD</u>	<u>ISD &amp; EISD</u>
SMS	Tk. 0.50		
Voice SMS	Tk. 2.00		
GPRS	Tk. 0.02/KB or Unlimited fee Tk. 800.00/Month		

➤ **Shapla (Prepaid) package:**

- Connection: Tk. 599.00 with initial talk time Tk. 20.
- 1 Sec pulse.
- No security deposit.
- Minimum monthly bill Tk. 500, It will be waived if no use in full month (Billing Cycle).
- Monthly uses less then Tk. 500, The tariff will be charged Tk. 0.90/min (1 Sec pulse).
- Monthly uses of Tk. 500 and above, The tariff will be charged Tk. 0.75/min (1 Sec pulse).

- Migration from postpaid to prepaid, postpaid deposit will be added as prepaid talktime.

**Table 4.4: Tariff/Charges of Shapla (Prepaid) package:**

Call Directions	Rates shown as per minute basis	
	Call Categories	Any Time
Out Going Calls	Teletalk to Teletalk	Tk. 0.90
	Teletalk to Others	Tk. 0.90
	Teletalk to Overseas	<u>ISD &amp; EISD</u>
SMS	Tk. 0.50	
Voice SMS	Tk. 2.00	

➤ **Post-paid Packages: Standard/Rajanigandha:**

➤ **Features of Standard/Rajanigandha:**

- Connection : Tk. 790.00
- Credit Limit : Tk. 1000.00
- 1 Sec pulse
- Line Rate: Tk. 100.00, but for a call volume above Tk. 300/month line rent will be waived.
- FnF applicable for 5 numbers [Teletalk Tk. 0.25/min and other operators Tk. 0.80/min].
- Monthly bill will be exempted 5%, 7% & 10% according to usage of Tk. 1001-2000, Tk. 2001-3000 & Tk. 3001 and above respectively.
- GPRS facility.



**Table 4.5: Tariff/Charges of Standard/Rajanigandha:**

Call Directions	Rates shown as per minute basis			
	Call Categories	Peak [8am-5pm]	Off Peak [5pm-12am]	Super Off Peak [12am-8am]
Out Going Calls	Teletalk to Teletalk	Tk. 0.80	Tk. 0.80	Tk. 0.25
	Teletalk to Others	Tk. 0.99	Tk. 0.99	Tk. 0.99
	Teletalk to Overseas	<u>ISD</u>	<u>ISD</u>	<u>ISD</u>
SMS	Tk. 0.50 [Nationwide] / Tk. 2.00 [International]			
Voice SMS	Tk. 2.00			
GPRS	Tk. 0.02/KB or Unlimited fee Tk. 800.00/Month			

➤ **Shapla package :**

- Connection : Tk. 290.00
- Security deposit: Tk. 700.00, Credit Limit: Tk. 1000
- Minimum monthly bill Tk. 700, It will be waived if no use in full month (Billing Cycle).
- 1 Sec pulse.

**Table 4.6: Tariff/Charges of Shapla package:**

Call Directions	Rates shown as per minute basis	
	Call Categories	Any Time
Out Going Calls	Teletalk to Teletalk	Tk. 0.80
	Teletalk to Others	Tk. 1.00
	Teletalk to Overseas	<u>ISD</u>
SMS	Tk. 0.50 [Nationwide] / Tk. 2.00 [International]	
Voice SMS	Tk. 2.00	

➤ **FnF activation procedure of Standard Postpaid and Rajnigandha package:**

Everybody can activate 5 FnF numbers in Standard Postpaid and Rajnigandha package.

➤ **Change FnF:**

Everybody may change your FnF numbers after 7 days form activation. Changing procedure is same as new FnF activation.

➤ **Corporate package:**

TBL has always been keen on introducing new and different services for its valued customers. Corporate Service is one of them. This Package is especially arranged for those customers who have their own enterprise/company/service organization etc and they are interested to take this special opportunity to avail catered services from TBL.

➤ **Corporate package facilities:**

- One Second Pulse.
- Low call rates and simple tariff plan.
- FnF.
- No GPRS registration fee.
- GPRS unlimited available on Prepaid & Postpaid.
- No use no bill.
- No financial liability for the organization because the package is prepaid.
- Call Conference available. [Number of caller 3 persons at a time].
- SIM price is negotiable.

➤ **Different types of Corporate packages:**

Teletalk provides its customers with varied catered packages like-

- Teletalk Executive [Prepaid]
- Teletalk Executive [Postpaid]
- Professional [Prepaid]



**Table 4.7: Product Description: Teletalk Executive [Prepaid] package:**

Package Type	: Prepaid
Minimum Connection	: 10
Price Per SIM	: Tk. 399.00
Talk Time	: Tk. 400.00
Migration Fee [Teletalk to Teletalk]	: Free
GPRS [unlimited]	: Tk. 600.00

**Table 4.8: Product description: Teletalk Executive [Postpaid] package:**

Package Type	: Postpaid
Minimum Connection	: 10
Price Per SIM	: Tk. 399.00
Migration Fee [Teletalk to Teletalk]	: Free
Diposit	: Nill
Monthly Charge	: Nill
GPRS [unlimited]	: Tk. 600.00

**Table 4.9: Product description: Professional Package [Prepaid]:**

Package Type	: Prepaid
Minimum Connection	: 100
Price Per SIM	: Tk. 250.00
Talk Time	: Tk. 50.00
Migration Fee [Teletalk to Teletalk]	: Tk. 50.00

➤ **Service features of prepaid:**

- Prepaid Service Features:
- Affordable Prepaid Mobile Connection - Very Low rates
- Convenient Recharging - Refill any amount by Telecharge from Tk. 10 to Tk. 5000.
- Save money - Budget your mobile phone expenses
- Life long validity
- Sort Message Service [SMS]
- Bangla SMS
- International SMS
- Friends and Family [FnF]
- Mobile Internet Service / GPRS
- Voice Mail Service [VMS]
- Call Waiting
- Call Forwarding
- Value Added Services
- Push Pull Services
- EISD Dialing to Over 55 Countries.

➤ **Service features of post-paid :**

- Sort Message Service [SMS]
- Bangla SMS
- International SMS
- Friends and Family [FnF]
- Mobile Internet Service / GPRS
- Voice Mail Service [VMS]
- International Roaming



- Call Forwarding
- Value Added Services
- Push Pull Services
- EISD Dialing to Over 55 Countries.

➤ **BTTB to execute the Project:**

In ECNEC it was decided to form a separate public limited company for implementation and operation of the Project. Bangladesh Telephone & Telegraph Board (“BTTB”), having longest experience of serving the telecom sector in Bangladesh, undertook initiatives to form the desired company in public sector. In view of the fact that formation of a public limited company involves considerable time and various relevant formalities, it was decided that BTTB should implement the Project and later on the assets out of this process would be taken over by the desired company to be formed for maintenance and operation.

➤ **Incorporation of Teletalk:**

Teletalk Bangladesh Limited (the “Company”) was incorporated on 26 December, 2004 as a public limited company under the Companies Act, 1994 with an authorised capital of Tk.20,000,000,000 being the only government sponsored mobile telephone company in the country. On the same day the Company obtained Certificate of Commencement of Business.

➤ **Operating License of Teletalk:**

The Company has obtained the Cellular Mobile Phone Operator License from Bangladesh Telecom Regulatory Commission (“BTRC”) on 1



September, 2004 for a period of 15 years. Initially the License was issued in the name of BTTB, and subsequently upon application, BTRC has changed the name of the operator as Teletalk Bangladesh Ltd. in place of BTTB. The Company has to operate within the frequency 890.0-895.2/935.0-940.2 Megahertz of GSM band allocated by BTRC for GSM technology.

➤ **Mission & Vision of Teletalk:**

To innovate and constantly find new ways to enhance our services to our customer's current needs and desires for the future. Vision of Teletalk is to know his customers and meet their needs better than any one else

➤ **Basic objectives for which your Company was formed are highlighted here under:**

1. To provide mobile telephone service to the people from the public sector;
2. To ensure fair competition between public and private sectors and thereby to safeguard public interest;
3. To meet a portion of unmitigated high demand of mobile telephone;
4. To create a new source of revenue for the government.

➤ **Phase-wise and total project cost of Teletalk:**

In order to ensure timely implementation of the Project, competitiveness and mainly to avoid future dependence on any single supplier the entire Project has been divided into two Packages. Geographically Package I covers greater Dhaka, Sylhet, Faridpur, Barisal and its peripheral area and Package II covers greater Chittagong, Khulna, Bogra and most of the



North Bengal districts. Accordingly, BTTB executed supply, installation, testing and commissioning agreements, on turn-key basis, with:

- Siemens AG, Germany, at a cost of US\$40.88 million (Tk.2.40 billion); and
- Huawei Technological Co. Ltd., China at a cost of US\$35.17 million (Tk.2.06 billion).

➤ **Major scope of the project is as under:**

1. Mobile Switching System and Access Network for 250,000 GSM subscribers;
2. GPRS (GSM Packet Radio System) facilities for 2,500 subscribers.

**Table 4.10: Some major events of Teletalk:**

Formation of Teletalk Bangladesh Ltd.	26 December, 2004
The Prime Minister inaugurated the telephone line talking with the President	29 December, 2004
Commercial launching of operation	31 March, 2005
Number of subscribers reached at 100,000	23 June, 2005
Distribution of SIM cards outside Dhaka	27 August, 2005
Participation in the Telecom Fair 2	2 – 24 September, 2005
Commencement of SMS operation	12 October, 2005
Number of subscribers reached 4,00,000	23 December, 2006
The last total number of subscribers 7,00,000	18 April, 2007.

State-owned TeleTalk Bangladesh Limited launched its commercial operation on 31st March 2005 as the country's fifth cellular operator and first ever in public sector. The company managed by fixed phone operator



Bangladesh Telegraph and Telephone Board (BTTB) would spend about USD333 for its 250,000 GSM mobile phones.

#### **4.4. Aritel:**

Founded in 1976, by Sunil Bharti Mittal, Bharti has grown from being a manufacturer of bicycle parts to one of the largest and most respected business groups in India. With its entrepreneurial spirit and passion to undertake business projects that are transformational in nature, Bharti has created world-class businesses in telecom, financial services, retail, and foods.

Bharti started its telecom services business by launching mobile services in Delhi (India) in 1995. Since then there has been no looking back and Bharti Airtel, the group's' flagship company, has emerged as one of the top telecom companies in the world and is amongst the top five wireless operators in the world.

Through its global telecom operations Bharti group has presence in 21 countries across Asia, Africa and Europe - India, Sri Lanka, Bangladesh, Jersey, Guernsey, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia.

Over the past few years, the group has diversified into emerging business areas in the fast expanding Indian economy. With a vision to build India's finest conglomerate by 2020 the group has forayed into the retail sector by opening retail stores in multiple formats - small and medium - as well establishing large scale cash & carry stores to serve institutional customers and other retailers. The group offers a complete portfolio of



financial services - life insurance, general insurance and asset management - to customers across India. Bharti also serves customers through its fresh and processed foods business. The group has growing interests in other areas such as telecom software, real estate, training and capacity building, and distribution of telecom/IT products.

What sets Bharti apart from the rest is its ability to forge strong partnerships. Over the years some of the biggest names in international business have partnered Bharti. Currently, Singtel, IBM, Ericsson, Nokia Siemens and Alcatel-Lucent are key partners in telecom. Walmart is Bharti's partner for its cash & carry venture. Axa Group is the partner for the financial services business and Del Monte Pacific for the processed foods division.

Bharti strongly believes in giving back to the society and through its philanthropic arm the Bharti Foundation it is reaching out to over 30,000 underprivileged children and youth in India.

In January 2010, Bharti Airtel Limited, Asia's leading integrated telecom services provider, acquired 70% stake in Warid Telecom, Bangladesh, a subsidiary of the UAE-based Abu Dhabi Group.

Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhahi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company.



The new funding is being utilised for expansion of the network, both for coverage and capacity, and introduction of innovative products and services. As a result of this additional investment, the overall investment in the company will be in the region of USD 1 billion.

This is Bharti Airtel's second operation outside of India. The company launched its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G network. The company crossed the 1 million customers mark within six months of launch on the back of innovative offerings as well as rapid expansion of network coverage and distribution.

Now company name is Bahorati Airtel Ltd. Airtel provides superior service quality, extensive coverage and unmatched features. Besides this it inspires consumers by incomparable voice quality, connectivity and service ranging from online billing to entertainment and game.

Message from Chris Tobit, CEO, airtel Bangladesh Limited, Dhaka, December 20, 2010: Bharti Airtel Limited, a leading global telecommunications company with operations in 19 countries across Asia and Africa, today announced the launch of its mobile services in Bangladesh under the airtel brand. With this, airtel Bangladesh joins the global airtel family of 200 million customers having completed the acquisition of Warid Telecom, Bangladesh from the Dhabi Group.

On the occasion, Chris Tobit, CEO-Airtel Bangladesh said, "We are extremely honoured to begin our journey in Bangladesh with our new global identity. We know the people of Bangladesh are very passionate about their identity, their culture and their language. The airtel brand will represent these values, while retaining the youthfulness and dynamism of the global brand so that our customers here can enjoy the same best-in-



class brand experienced across continents. We have already begun work to take our mobile network deeper into the rural areas and deliver world-class and affordable mobile services.”

The airtel brand in Bangladesh will be launched with the brand promise: “Bhalobashar tane, pashe ane.” The CEO added “Our brand promise reflects what is unique and different about us. We are here to keep our customers connected not only to each other but with what they love the most in every part of their lives - music, games, entertainment, networking etc.

Along with a bouquet of voice and data services, the communication experience of airtel customers will be enriched through a variety of innovative lifestyle-based services.” At every point, airtel customers will get to enjoy superior value which is made possible by airtel’s scale and unique business model.

Airtel Bangladesh customers will now be able to experience rich multimedia contents with the launch of ‘airtel live’ - the WAP portal offering customers content like Games zone, Video post, Picture post and various other first of a kind VAS such as “Gaan Bolo, Gaan Pao”, Cricket Caller tunes, Classified services and App Central (with 20,000 rich apps).

Airtel also unveiled a GPS-based Vessel Locating Service to enable tracking of fishing vessels for the fishermen community, in line with the promise of taking mobile telephony into rural areas. Customers in rural Bangladesh can look forward to experiencing many such innovative services in the near future as part of airtel’s focus on contributing towards the vision of Digital Bangladesh.

In the past 11 months, airtel Bangladesh has begun deploying a state of the art mobile network; expanding its coverage in rural Bangladesh. More customers in larger parts of the country will be able to enjoy enhanced voice quality and faster data access.

Airtel Bangladesh has around 4 million customers to date and covers 64 districts in the country.

➤ **Vision & Tagline of Airtel:**

By 2015 Airtel will be the most loved brand, enriching the lives of millions. Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company.

➤ **Different type's product and services of Airtel:**

	<b>Events</b>	<b>Particulars</b>
1	Products	Pre-Paid and Post-Paid
2	Network Coverage	64 districts.
3	Technology	GSM



**Table 4.11: Table 000: Tariff/Charges of Airtel post-paid package:**

Service types & others	Airtel advantage	Airtel classic	Airtel exclusive
Product proposition	Worry free flat tariff	Attractive fnf rates	Highest fnf features
Selling price	bdt 650	bdt 650	bdt 1250
Connection price	bdt 150	bdt 150	bdt 150
Non-refundable deposit	bdt 500	bdt 500	bdt 1100
Default credit limit	bdt 500	bdt 500	bdt 1100

➤ **Basic services of Airtel:**

To better manage our calls, Airtel provides with Basic services which are immediately available for use as soon as one start using Airtel connection.

The Basic Services are as follows:

- Caller Line Identification
- Call Waiting / Call Holding
- Conference Call
- Call Divert.

➤ **Product related services of Airtel:**

To enable consumers to maintain their postpaid and prepaid accounts more conveniently, Airtel gives product related services, to ensure that consumers can easily charge up their account with desired amount of airtime, so that they never fall out of the communication loop!

#### 4.5. Robi:

Axiata (Bangladesh) Ltd. branding its services as Robi is in operation in Bangladesh. It is a company incorporated in Bangladesh with the objective of offering the state-of-art and modern telecommunications services to the people of Bangladesh at competitive prices. TMIB received license to operate GSM cellular phone services in Bangladesh in 1996.

The success story started with the commercial launch of Robi services in Bangladesh as a GSM 900 cellular phone operator. After the tremendous success in Dhaka, TMIB has started its operation in Chittagong in March 26, 1998. In the same year they expanded their coverage in Narayanganj the Business City and an important one closer to the capital city Dhaka. They have also reached the city with biggest beach of the world Cox's Bazar. Now Robi is covering 64 districts of Bangladesh.

Robi has achieved a prestigious award in telecommunication sector "TeleLink Telecommunication Award "for the" Better Mobile Service Provider in Bangladesh", which is organized by Bangladesh Mobile Phone Business Association (BMBA). The award itself states the dedication of Robi towards customers nevertheless the commitment of Robi to achieve success in customer satisfaction has been signified.

**Table 4.12: Products, Network and technology of Robi:**

	<b>Events</b>	<b>Particulars</b>
1	Products	Pre-Paid and Post-Paid
2	Network Coverage	64 districts.
3	Technology	GSM



➤ **Robi pre-paid package:**

- Prepaid Kingdom of Robi offers all its Prepaid customers.
- Single prepaid package with the best rates in the market .
- Different tariff plans in one package to meet different types of needs.
- Instant, easy & multiple migration facility from one tariff plan to another.
- 5 FnF to any operator mobile with one Robi partner facility.
- Full BTCL connectivity with FREE BTCL incoming.
- Extended and simplified refill validity for ease and freedom.
- Nationwide EasyLoad facility.
- Nationwide high speed internet connectivity.
- All available Value Added Services (e.g. SMS, MMS, GoonGoon, ringtone, wallpaper, games, and animation download).

➤ **New connection of Robi:**

- Package price Tk. 100.
- Welcome gift of Tk. 50 talk-time (applicable for any purpose).
- Activation talk-time validity: 60 days.
- Usage bonus TK.50 for total usage of minimum TK.100 (incl. VAT) in a month [for 1st two months only].
- Usage Bonus validity: 7 days from disbursement.
- Default tariff plan will be Robi Club (with migration facility).
- Available at Robi sheba, Robi sheba Point & all the mobile outlets nationwide.

➤ **Validity period of Robi pre-paid scratch card:**

Recharge amount (BDT)	Validity (days)
10 – 99	30
100 – 299	60
300 – 1000	365

➤ **Using EasyLoad of Robi:**

You can also recharge your account by buying 'Robi EasyLoad' ranging from BDT 10 to any allowed amount from your nearest Easyload shop. You can also recharge your account by buying secret numbers of available amount from EasyLoad shops.

**Table 4.13: Robi pre-paid packages and tariff Plan:**

➤ <b>Robi Club</b>			
	Tk./min		
<b>Outgoing</b>	12am - 6pm		6pm - 12am
	1 <sup>st</sup> min	2 <sup>nd</sup> min & onwards	From 1 <sup>st</sup> min
To Robi (incl. Priyo & FnF)	1.00	0.25	1.00
To Other Operators (incl. FnF)	1.00	1.00	1.00
To BTCL (Local/NWD)	1.00	1.00	1.00
To International (ISD)*	Only ISD Charges		
<b>Incoming</b>			
From any number worldwide	Free		
<b>Pulse</b>			
Outgoing	60 Sec from 1 <sup>st</sup> min *For ISD-15 sec pulse		



**Table 4.14: Robi Prothom package:**

Particulars	TK/min
<b>Outgoing</b>	<b>24 hours</b>
To Robi (incl. FnF & partner)	0.44
To Other Operators (Incl. FnF)	0.88
To BTCL (Local/NWD)	0.88
SMS charge (to any operator)	0.44
To International (ISD)*	Only ISD Charges
<b>Incoming</b>	
From any number worldwide	Free
<b>Pulse</b>	
Outgoing	60 sec from 1st minute *For ISD-15 sec pulse

**Table 4.15: Muhurto package tariff:**

Particulars	Paisa/Sec	
	12am to 5pm	5pm to 12am
<b>Outgoing</b>		
To Robi	2	3
To Robi partner	2	3
To Robi FnF	2	3
To Other mobile operator FnF	2	3
To other Operators	2	3
To BTCL (Local/NWD)	2	3
To International (ISD)*	Only ISD Charges	
<b>Incoming</b>		
From any number worldwide	Free	
<b>Pulse</b>		
Outgoing	1 sec from 1st minute *For ISD-15 sec pulse	

**Table 4.16: Shoccho package tariff:**

Particulars	TK/min
<b>Outgoing</b>	<b>24 hours</b>
To Robi (incl. FnF & partner)	0.68
To Other Operators (Incl. FnF)	0.98
To BTCL (Local/NWD)	0.98
To International (ISD)*	Only ISD Charges
<b>Incoming</b>	
From any number worldwide	Free
<b>Pulse</b>	
Outgoing	60 sec from 1st minute *For ISD-15 sec pulse

**Table 4.17: Shasroyee package tariff:**

Particulars	Tk/min			
	12am to 8am	8am to 12pm	12pm to 4pm	4pm to 12am
<b>Outgoing</b>				
To Robi	0.44	0.98	0.44	1.48
To Others	0.98	1.48	0.98	1.48
To Robi FnF	0.44	0.68	0.44	0.68
To Other mobile operator FnF	0.68	0.68	0.68	0.68
To Priyo	0.44	0.44	0.44	0.44
To International (ISD)*	Only ISD Charges			
<b>Incoming</b>				
From any number worldwide	Free			
<b>Pulse</b>				
Outgoing	60 sec from 1st minute *For ISD-15 sec pulse			
SMS to Prioyo no 24hrs	0.44/SMS			



**Table 4.18: Shorol package tariff:**

<b>Particulars</b>	<b>TK/min</b>
<b>Outgoing</b>	<b>24 hours</b>
To Robi (incl. FnF )	0.88
To Priyo (Partner) only Robi no.	0.44
SMS to Priyo (Partner)	0.44
To Other Operators (Incl. FnF)	0.88
To BTCL (Local/NWD)	0.88
To International (ISD)*	Only ISD Charges
<b>Incoming</b>	
From any number worldwide	Free
<b>Pulse</b>	
Outgoing	60 sec from 1st minute *For ISD-15 sec pulse

**Table 4.19: Robi pre-paid PCO package tariff plan:**

<b>Uddokta and EasyLoad Super Tariff</b>	
<b>Particulars</b>	<b>TK/min</b>
<b>Outgoing</b>	<b>24 hours</b>
To Robi	0.65
To other Operators	0.65
To BTCL (Local/NWD)	0.65
To International (ISD)*	Only ISD Charges
<b>Incoming</b>	
From any number worldwide	Free
<b>Pulse</b>	
Outgoing	60 sec from 1st minute *For ISD-15 sec pulse

**Table 4.20: Uddokta and EasyLoad Regular Tariff:**

Particulars	TK/min
<b>Outgoing</b>	<b>24 hours</b>
To Robi	0.97
To other Operator	0.97
To BTCL (Local/NWD)	0.97
To International (ISD)*	Only ISD Charges
<b>Incoming</b>	
From any number worldwide	Free
<b>Pulse</b>	
Outgoing	1 sec from 1st minute *For ISD-15 sec pulse

**Table 4.21: Other benefits for PCO Regular Tariff Plan:****Regular voice calls usage Bonus:**

Voice call Usage (in BDT)	Usage Period	Bonus Amount (in min.)	Call type for Bonus usage	Bonus Validity	Regular Bonus Min. & Validity Query	Regular Voice call Usage Query
100-199	Each 02 days	15	Any operator in Bangladesh	01 day	*222*2#	*444*1#
200-299		30				
300-399		45				
400-499		60				
500-599		75				
600-699		90				
700-799		105				
800-899		120				
900-999		135				
1000 & Above		150				

**➤ Major Milestones of Robi:**

Robi is a mobile operator in Bangladesh, which concentrates on offering GSM communication services for private and corporate customers. The company's intention is to promote the wireless lifestyle - the complete

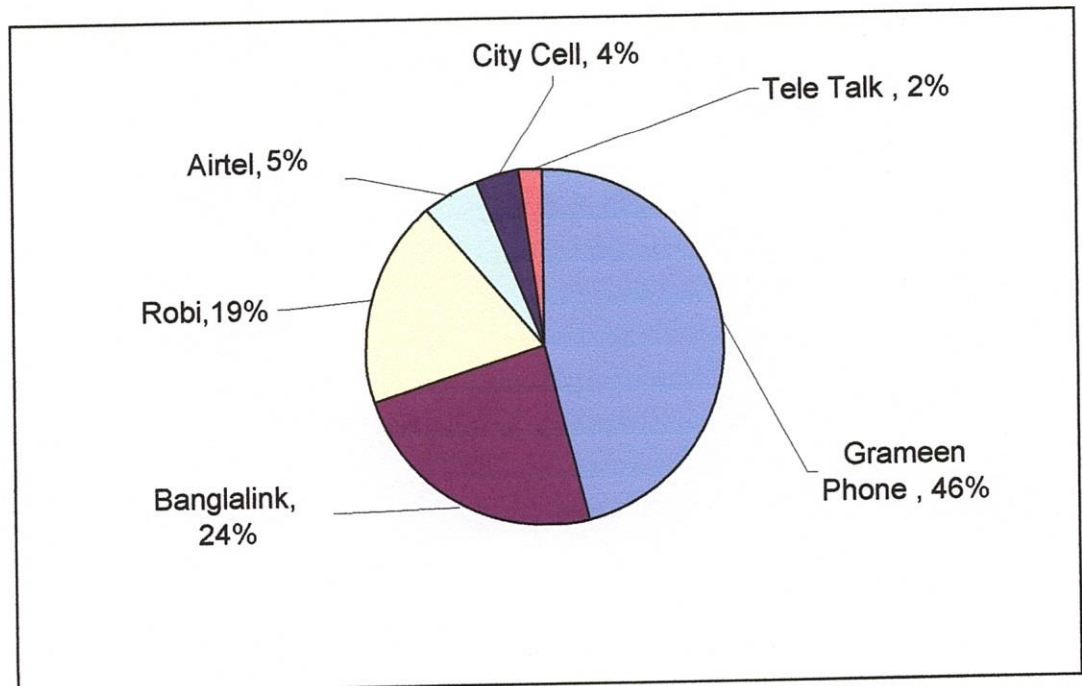


mobile society. Robi is renowned for bringing new service offers in Bangladesh.

#### 4.6. Market share of cellular phone in Bangladesh:

According to the report of "The Daily Prothom Alo" 22<sup>nd</sup> February 2011 at present the total number of customer of telecommunication sector in Bangladesh is 07 crore 45 lac and 32 thousand. Among them, Grameen Phone has the largest market share, which subscribers- 03 crore 42 lac and 80 thousand, Banglalink is at the second position having 02 crore 03 lac and 80 thousand subscribers, Robi has 01 crore, 26 lac and 26 thousand subscribers, and its position is third. The fourth, fifth and sixth market share position occupied by Airtel, City Cell and Tele Talk having 41 lac and 84 thousand, 18 lac 58 thousand and 12 lac 04 thousand respectively.

**Fig. 4.1: The total market share and the individual share are shown as follows by pie-chart:**



Source: The Daily Prothom Alo" 22<sup>nd</sup> February 2011

#### 4.7. Literature Review:

**Several works relevant to the study were carried on:**

Azam, Md. Shah, S.M., Nasrin Lubna, Hasan, Mehedee, Hossain, Md. Shawkat (2006).

They says in their study that Banglalink is the youngest mobile phone operator in Bangladesh but Banglalink catch 11.7% market share within a few time period. It indicates that they grow their business faster than other mobile phone operators.

Ibrahim, Abdullah Mohammed, Ishtiaque, Abu Naser Ahmed., Islam, Mohammad Ayub (2007) carried on the work title on "Customer Loyalty: A study of mobile telecommunication service providers in Bangladesh",

The study focuses on some dimensions liable for customer loyalty of the Cell Phone service operators.

Ishtiaque, Md. Abu Naser, Akter, Md. Shahriar, and Ghose, Suntu Kumar (2005) carried on the work title on "The potentiality of mobile phone marketing in the promotion mix: A study overall Bangladesh".

The study details the promotion mix and their impacts on the customers.

Akter, Md. Shahriar, Fatima, Johra Kayeser, and Iqbal, Mohammad Masum (2005) carried on titled by "Determinants of sustainable competitive advantages: A study of telecommunications industries in Bangladesh".

The researchers view the competitive strengths and weakness of all Cell Phone operators.



Hasan, Syed Rashidul carried on a research work in 1999 titled on "Cellular Telecommunication System and Marketing in Bangladesh".

The researcher focuses the technical aspects of making a call and a very little study regarding 4 P's of Marketing.

Ahmed, Faruk and Bhuiyan, Mohammad Mokbul Hossain carried on a research work in 2003 titled on "Performance Appraisal Practices in the Telecom Industry of Bangladesh: A Study of Cases."

The study detail to examine the performance appraisal practices of the telecom industry in Bangladesh .They study some telecom firms. They reveals some important aspects of performance appraisal of these firms, e.g., purposes, polices, and methods of performance appraisal followed by this firms, problems of performance appraisal these firm are facing and other related issues.

Alam Md. Jahangir, Yasmin Sakila and Ahmed Homayara Latif(2007) collectively completed the study on "Factors affecting customer satisfaction in the mobile phone industry :An empirical study in Bangladesh."

The study focuses the factors liable for customer's satisfaction and they are relative importance to the customers. The study discuses the six components-customer service ,personal and market factors, perceived quality, technological advancement and company image which affect the customers perceived satisfaction with their expectation.

Mollah, M.,H.(2007)carried on the work title on "Sustainable Competitive Advantages (SCAs) in the Mobile Telecommunication Industry of Bangladesh: Analyzing Key Success Factors"

The study focuses on the rays of hope to the mobile telecommunication industry in order to redesign the strategic framework for their strong foothold in the country.

Mollah, M., H., Azad, Rahman, Bazlu (2008) carried on the work title on The Issues of Sustainable Competitive Advantages (SCAs): "A Study on Mobile Telecommunication Industries in Bangladesh".

They says in their study that the key success factors like: financial resources, network coverage, low- call rate, sufficient customer care, promotional activities, high scores of subscribers and differentiation as the strategic marketing tools for organic business growth. In addition, the findings also generate some information on the pattern of awareness towards SCAs for successful growth and survive in the competitive market.

#### **4.8. Research Gap:**

From the previous studies or reviews some gaps are found. These are the societal marketing aspect and especially the marketing strategy for each marketing mix of specific one operator. No researcher has touched yet to highlight definite marketing strategies of one cell phone service providers. That is why, marketing strategy of Banglalink an important research gap for the proposed study.



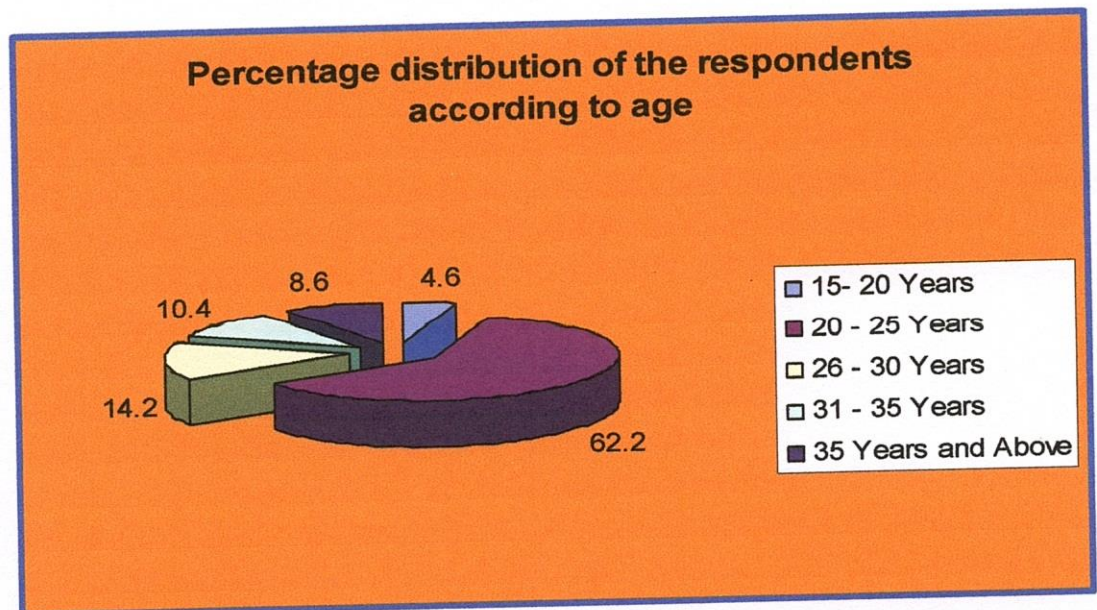
## Chapter – 5

### 5.1. Respondents characteristics of Banglalink:

#### 1. Frequency distribution of respondents by age:

**Table 5.1: Percentage distribution of the respondents according to age.**

Age	Frequency	Percent
15- 20 Years	23	4.6
20 - 25 Years	311	62.2
26 - 30 Years	71	14.2
31 - 35 Years	52	10.4
35 Years and Above	43	8.6
<b>Total</b>	<b>500</b>	<b>100.0</b>



**Fig. 5.1: Age distribution of the respondents.**

Bangladeshi culture has traditionally valued the wisdom that comes with age. However, Bangladeshi cultures are becoming increasingly youth oriented. A delightful example can be cellular phone market. It is indicated that 62.2% cellular phone users are in the age group 20 – 25

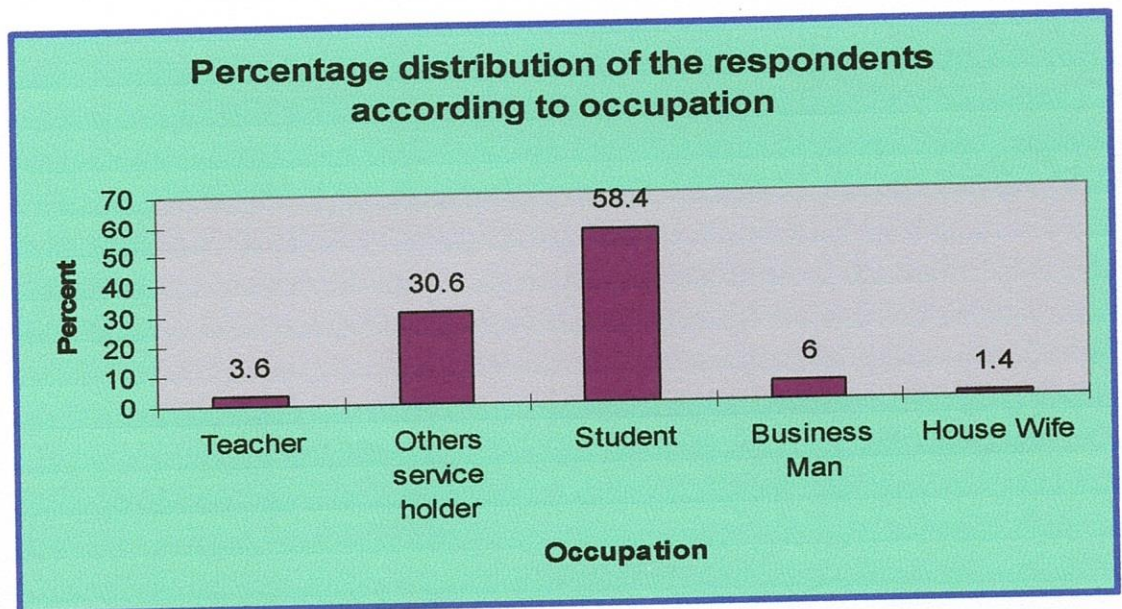
years which is highest among all other age groups. Here 4.6% respondents are in the age group 15-20years, 14.2% respondents are in the age group 26-30 years, and 10.4% are in the age of 31-35 years and rest 8.6 % are above 35 years. Details are shown in Table- 5.1.

This study was covering all the age group of people is using of Banglalink mobile phone. The young generations are maximum respondents.

## 2. Frequency distribution of respondents by occupation:

**Table 5.2: Percentage distribution of the respondents according to occupation.**

Occupation	Frequency	Percent
Teacher	18	3.6
Others service holder	153	30.6
Student	292	58.4
Business Man	30	6.0
House Wife	7	1.4
<b>Total</b>	<b>500</b>	<b>100.0</b>



**Fig. 5.2: Distribution of occupation.**

Among all the users 58.4% respondents are students followed by the service holders which contain 30.6%. The percentage of the users among

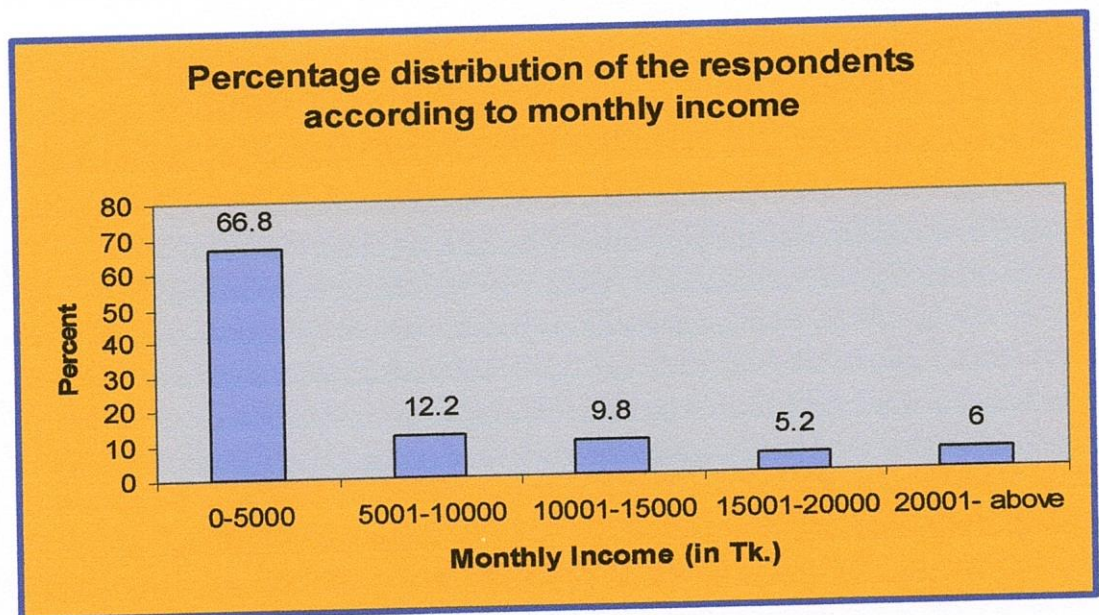


the other occupational categories 6.0% business, 3.6% teacher and 1.4% house wife. Table- 5.2 represents the detail information in this regard. It can be concluded that all kind of professional people are more or less using the mobile phone as Banglalink users. But the dominant respondents are students and service holders.

### 3. Frequency distribution of respondents by monthly income:

**Table 5.3: Percentage distribution of the respondents according to monthly income.**

Monthly Income (in Tk.)	Frequency	Percent
0-5000	334	66.8
5001-10000	61	12.2
10001-15000	49	9.8
15001-20000	26	5.2
20001- above	30	6.0
<b>Total</b>	<b>500</b>	<b>100.0</b>



**Fig. 5.3: Distribution of respondent's monthly income.**

From the respondents mode of the above question it is said that 66.8% respondents have the monthly income within Tk. 5000, 12.2% respondents have the income between Tk. 50000 to 10000, 9.8 % respondents have the income between Tk. 10000 to 15000, 5.2%



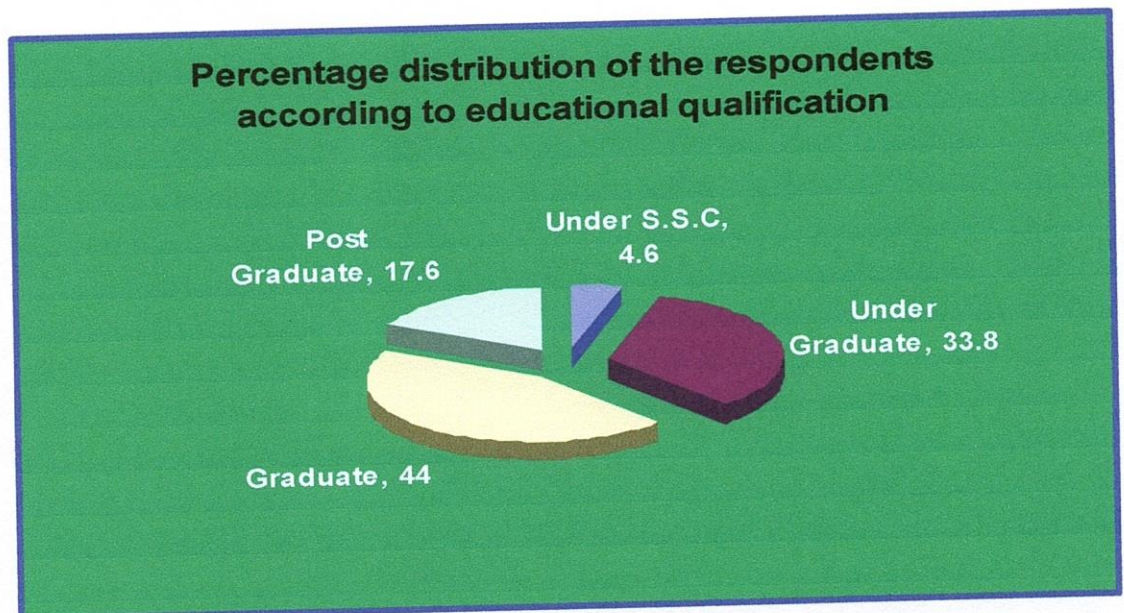
respondents have the income between Tk 15001 to 20000 and 6.0% respondents have the income of above Tk. 20001. Table 5.3 shows the clear explanation.

So from the above situation it can indicate that to use mobile phone it is not necessary to have huge own or family income. Now a day any body having a minimum income can use a mobile phone.

#### 4. Frequency distribution of respondents by educational qualification:

**Table 5.4: Percentage distribution of the respondents according to educational qualification.**

Educational Level	Frequency	Percent
Under S.S.C	23	4.6
Under Graduate	169	33.8
Graduate	220	44.0
Post Graduate	88	17.6
<b>Total</b>	<b>500</b>	<b>100.0</b>



**Fig 5.4: Distribution of educational qualification.**



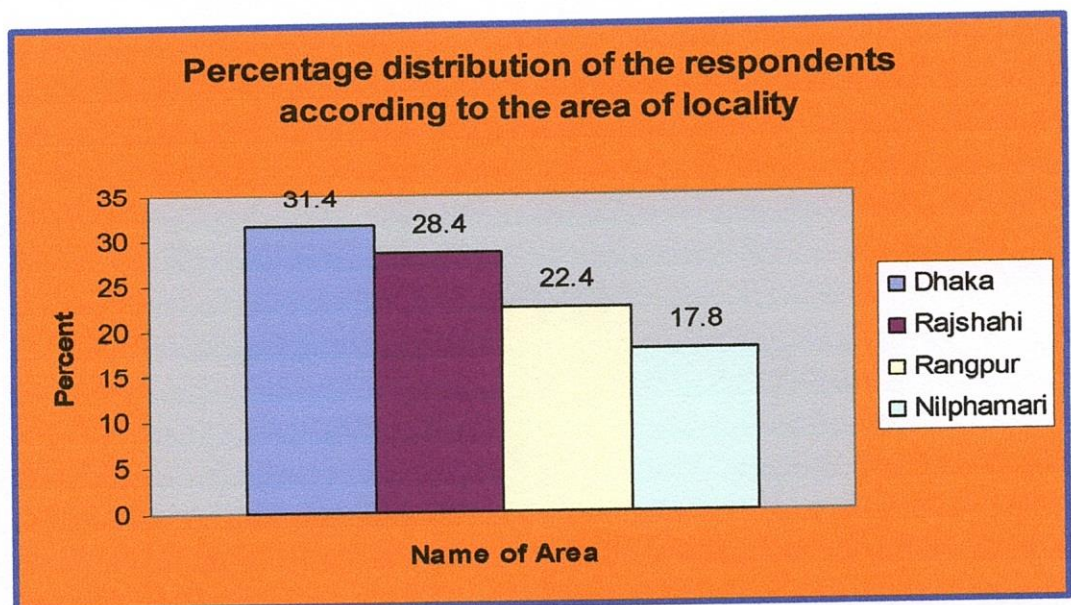
Here 44.0% of the users are graduate and 33.8% are under graduate, also 17.6% are post graduate only 4.6% are under S.S.C. Table-5.4 presents detail information about the regarding matter.

It can be indicated that all of the respondents are educated who are aware of marketing who are aware of marketing activities, offers, service etc of Banglalink and others cellular phone operators.

### 5. Frequency distribution of respondents according to the area of locality :

**Table 5.5: Percentage distribution of the respondents according to the area of locality.**

Name of Area	Frequency	Percent
Dhaka	157	31.4
Rajshahi	142	28.4
Rangpur	112	22.4
Nilphamari	89	17.8
<b>Total</b>	<b>500</b>	<b>100.0</b>



**Fig. 5.5: Distribution of area of locality.**

Banglalink is a countrywide popular mobile phone operator today. Among the respondents we have found that most of the respondents (31.4%) are from Dhaka, 28.4% from Rajshahi, 22.4% from Rangpur and 17.8% from Nilphamari. Information is provided in Table 5.5.

It is indicated the respondent of Dhaka, Rajshahi, Rangpur and Nilphamari area are the only participator of this research study. Among them Dhaka and Rajshahi areas respondent's percentage are high.



## Chapter - 6

### 6.1. Data analysis and findings:

The study findings are as follows-

#### 6.1.1. Marketing activities of Banglalink:

To assess the objective one the current marketing activities of Banglalink have been analyzed. As well as we study the company profile of Banglalink and we also analyze various Primary and Secondary data and information regarding this study. By the frequency distribution of primary data and the sources of secondary data the marketing activities and strategies of Banglalink are as follows-

##### i. Product orientation:

###### i.a. General:

In general it can be said that, prepaid and postpaid SIM provided by all the telecommunication companies is homogenous. Beside this, various value added services (additional services that enhance the brand image of a company to the customers) are given by the companies to enrich the brand image. To some extent, these services vary according to the company. Beside regular packages, Banglalink has another new package named "Call & Control" that is combination of both prepaid and postpaid connection.

###### i.b. Level of offerings:

Competition takes place at Potential product level for almost all telecommunication sectors. Beyond the lower call rate and value added

services, customer expect some distinct offer from the company. In case of Banglalink, at present their competition is in the potential level by

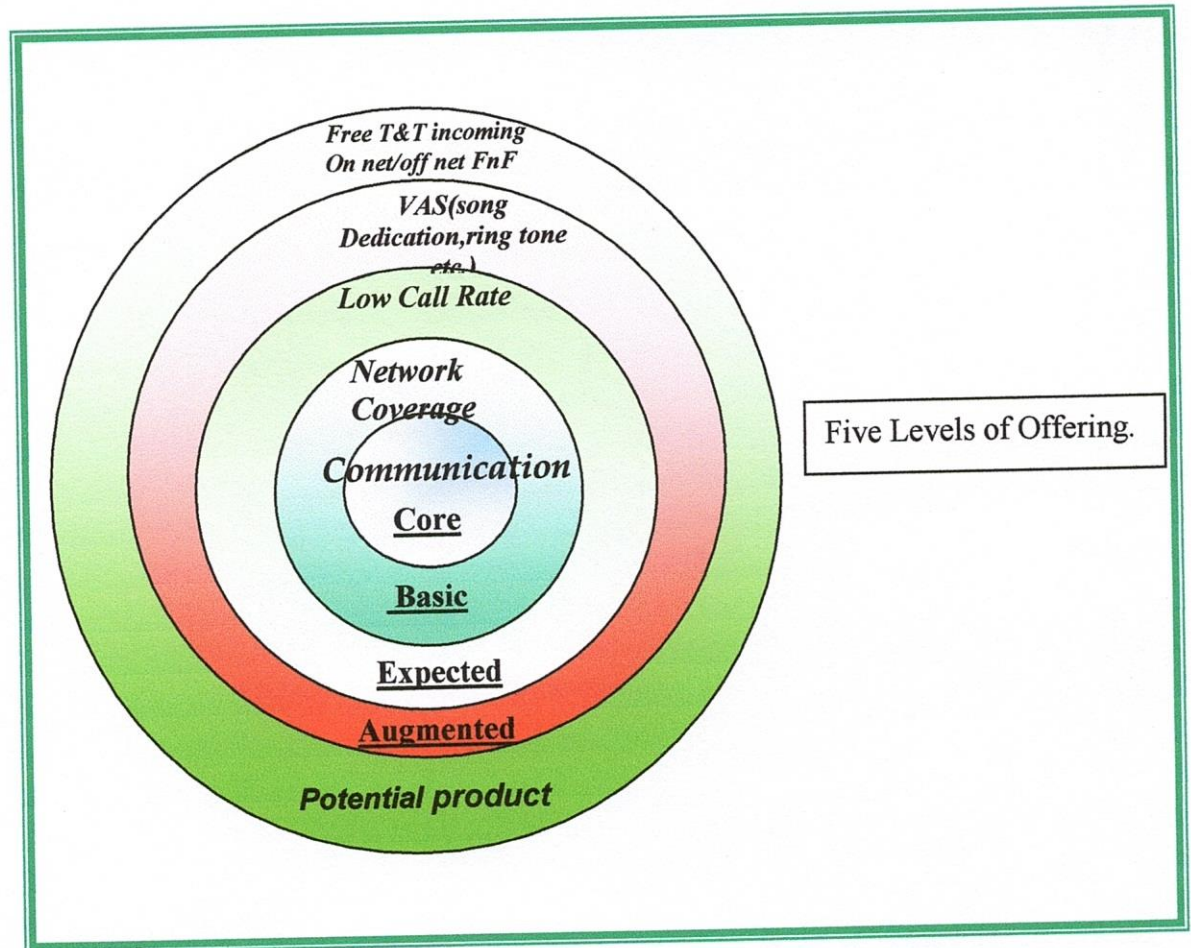


Figure 6.1: Level of offerings.

## ii. Building brand equity through brand elements:

Brand Elements are known as brand identities that serve to identify and differentiate the brand. It has to be chosen in a manner to build as much brand equity as possible. Brand elements play a vital role to enhance brand awareness, facilitate the formation of strong and unique brand associations. Different brand elements of the company are briefly described below in terms of their memorability, likeability and so forth.



### iii. Brand name: Banglalink

- **Memorability of brand name:**

The brand name is short and simple to recall.

Meaningfulness: The brand name Banglalink itself is representing the culture of Bangladesh by adding the word “Bangla” with the assurance of linking people all over the country. As a result, it is meaningful with the essence of the word “Bangla” representing the people of Bangladesh.

- **Likeability of brand name:**

As the touch of the Bengali culture enriched the brand name, the possibility of liking the brand name by the customers is more.

- **Transferability of brand name:**

Though the brand name is appealing, it is biased to the Bangladeshi culture because of the word “bangla”. As a result, the name cannot be transferable to other culture. But at the same time, the brand name can be transferable to the product category like electronic good and internet services.

- **Adaptability of brand name:**

Though it is very difficult but the brand name can be adapted or updated overt time.

- **Protect ability of brand name:**

Obviously the company has protected the brand name through registered trademark.

#### iv. Logo of Banglalink:



- **Memorability of logo:**

The brand logo itself is similar to our national animal tiger, having black stripe over its orange background part. As a result, the logo can easily be recognized and recalled by the customers as well.

- **Meaningfulness of logo:**

The logo is carrying the symbol of a tiger, the strongest animal in Bangladesh. The same way brand logo is ensuring and providing the strongest network connectivity all over the country. The company's word of promise to link people throughout the country is robustly reflecting through their design of the logo. Thus the logo is meaningful.

- **Likeability of logo:**

Because of strong inner meaning of the logo, customers may like it. At the same time, the use of dark orange color may distract the attention of a customer.

- **Transferability of logo:**

The logo can be transferable both for the product category and also across geographic boundaries with using the brand name written under the symbol.



- **Adaptability of logo:**

The logo is adaptable with the various product lines, like special packages offered to the customers according to the demand. For example, for the “Ladies First” package, the background color of the logo has been changed into pink (Considering the color representing feminine characteristics) color, keeping the same design of the logo. Moreover, the caption “Ladies first” has been added under the logo.

- **Protect ability of logo:**

The logo has been protected to prevent any unauthorized use of the company name.

**v. Symbol of Banglalink:**



One of the distinctive features of Banglalink is the effective use of their symbols in different sponsorship program and in various promotional campaigns. Like in SAARC summit we could see the road and other beautification has been ornamented by this symbol. The company sometimes uses the symbol instead of logo to develop a unique image of their brand. The symbol sometimes carries valuable worth to the company to get the customers' attraction easily.

### vi. Product and service offerings of Banglalink:

	Events	Particulars
1	Products	Pre-Paid and Post-Paid
	Pre-Paid	Pre-Paid M2M Pre-Paid M2M Plus Pre-Paid Standard etc.
	Post-Paid	Post-Paid Standard Post-Paid Post-Paid Mobile to Mobile and others etc.
2	Network Coverage	64 districts.
3	Technology	GSM

### vii. Pre-paid packages of Banglalink:

Prepaid is a system where you pay for your phone calls in advance. Prepaid gives you the freedom to use your mobile within your budget. It is an excellent way to control your expenditure. The products, banglalink prepaid has network mobility feature which helps a subscriber to move around where banglalink has its coverage.

#### ➤ Key features of Banglalink pre-paid packages:

- No monthly subscription fee
- Lifetime validity for all the prepaid customers who recharged after February 23rd 2007
- Banglalink advance: Advance credit feature in case of low balance.

#### ➤ Banglalink offers the following prepaid packages:

- Banglalink desh
- Banglalink desh ek rate



- Banglalink desh ekrate darun
- Banglalink desh rangdhanu
- Banglalink desh 7fnf.

➤ **Banglalink desh package:**

- Banglalink entered the market with a promise of making mobile telephony affordable for people.
- Banglalink "desh" was launched in September 2006.
- Banglalink desh is the best prepaid package for making calls to any network in any time.

➤ **Some key features of Banglalink desh package:**

- **Bonus on incoming of desh package:**

Now customers can enjoy 20% bonus by having minimum 50 incoming minutes from other operator's mobile in a month. The bonus will be given in the form of sms and minutes equally. The 20% bonus will be awarded based on previous month's incoming calls from other mobile operators .bonus minutes can be used to call any banglalink number (excluding fnf) and bonus sms can be used for any banglalink number. All prepaid customers (banglalink desh, desh rang, ladies, first!) and banglalink postpaid, banglalink business and banglalink sme customers can enjoy these bonus minutes.

- **Lifetime validity of desh package:**

Lifetime validity on prepaid account gives a customer the benefit of receiving incoming calls and staying connected forever. to get lifetime validity, a customer has to recharge his/her pre-paid account with a

minimum amount of tk. 10/= or above (via scratch card or i- top up). if any lifetime validity customer does not have any incoming or outgoing call/sms for three months, the connection will be permanently disconnected.

- **Fnf numbers to any operator of desh package:**

Banglalink desh offers 3 fnf numbers to any operator. Customers can talk to their fnf numbers at a lower rate than regular calls. Fnf numbers can be set/changed in the following ways:

- **Migrating to Banglalink desh package:**

Any prepaid customer can migrate to banglalink desh simply by sending a sms. To migrate to desh, go to message option of any mobile, write ds and send sms to 210.

- **Banglalink desh ek rate package:**

As the package name suggests - through this offer, customers can enjoy a single rate of tk. 0.87/min to any number 24 hours a day. This offer is specially targeted towards those customers who want flat call rate throughout the day. When customers buy a new banglalink prepaid connection they will be automatically enjoying the benefits of banglalink desh ek rate package.

- **Some key features of Banglalink desh ek rate package:**

- **Bonus on incoming of desh ek rate package:**

Now customers can enjoy 20% bonus by having minimum 50 incoming minutes from other operator's mobile in a month. The bonus will be



given in the form of sms and minutes equally. The 20% bonus will be awarded based on previous month's incoming calls from other mobile operators .bonus minutes can be used to call any banglalink number (excluding fnf) and bonus sms can be used for any banglalink number. All prepaid customers (banglalink desh, desh rang, ladies, first!) and banglalink postpaid, banglalink business and banglalink sme customers can enjoy these bonus minutes.

Customers who are interested to avail the facility need to write "bo" and send a sms to **2007** (sms charge tk. 2 excluding vat will apply). Within 72 hours of sending sms customers will receive a reply sms confirming successful registration. A customer needs to send the registration sms once to enjoy the bonus on incoming till the offer lasts. The bonus for the usage of one month will be given in the following month.

- **Lifetime validity of desh ek rate package:**

Lifetime validity on prepaid account gives a customer the benefit of receiving incoming calls and staying connected forever. To get lifetime validity, a customer has to recharge his/her pre-paid account with a minimum amount of tk. 10/= or above (via scratch card or i- top up). if any lifetime validity customer does not have any incoming or outgoing call/sms for three months, the connection will be permanently disconnected.

- **Product details of desh ek rate package:**

- Customers can enjoy **tk. 0.87/min** tariff - all day long to call to any operator (including fnf)
- 60 sec pulse applicable

- Migrated customers will enjoy all the features and promotions (except for the tariff rates ) that are available in banglalink desh package

➤ **Migrating to ek rate package:**

- Pre-paid customers can migrate to this package
- Customers can migrate to the ek rate package by typing "reg" and sending sms to **3030**
- To unsubscribe from ek rate package customers have to type "d" and send sms to **3030**. Customers will be migrated back within 48 hours after sending the unsubscription request. During these 48 hours, they will keep on enjoying facilities available in banglalink desh ek rate package.

➤ **Banglalink desh ek rate darun package :**

Banglalink brings ek rate darun which has a highly competitive tariff option of 69 paisa/min to any operator 24 hours a day.

➤ **Some key features of Banglalink desh ek rate darun package:**

- **Bonus on incoming of desh ek rate darun package:**

Now customers can enjoy 20% bonus by having minimum 50 incoming minutes from other operator's mobile in a month. The bonus will be given in the form of sms and minutes equally. The 20% bonus will be awarded based on previous month's incoming calls from other mobile operators .Bonus minutes can be used to call any banglalink number (excluding fnf) and bonus sms can be used for any banglalink number. All prepaid customers (banglalink desh, desh rang, ladies, first!) and



banglalink postpaid, banglalink business and banglalink sme customers can enjoy these bonus minutes.

Customers who are interested to avail the facility need to write "bo" and send a sms to **2007** (sms charge tk. 2 excluding vat will apply). Within 72 hours of sending sms customers will receive a reply sms confirming successful registration. a customer needs to send the registration sms once to enjoy the bonus on incoming till the offer lasts. The bonus for the usage of one month will be given in the following month.

- **Lifetime validity of desh ek rate darun package:**

Lifetime validity on prepaid account gives a customer the benefit of receiving incoming calls and staying connected forever. to get lifetime validity, a customer has to recharge his/her pre-paid account with a minimum amount of tk. 10/= or above (via scratch card or i- top up). if any lifetime validity customer does not have any incoming or outgoing call/sms for three months, the connection will be permanently disconnected.

- **Product details of desh ek rate darun package:**

- The new package will offer **tk.0.69/min tariff in 24** hours to any operator with tk.0.30 call set up charge only in the 1st minute.
- 60 seconds pulse will be applicable.
- Migrated customers will enjoy all the features and promotions (except tariff) that are available in banglalink desh package.

➤ **Migration to ek rate darun package:**

- Pre-paid customers can avail this offer through registration.
- To register in this package customers need to type "reg" and send sms to **1414**.
- To deregister customers simply needs to type "dereg" and sent sms to **1414**. Customers will be migrated back to their original package after deregistration registration and deregistration will be effective within 48 hours of sending the sms request.

➤ **Banglalink desh rangdhanu package:**

Banglalink has once again hit the market with another exciting offer rangdhonu with this package, banglalink customers will be able to talk for half an hour by paying for only 5 minutes!

➤ **Some key features/benefits of Banglalink desh rangdhanu:**

- **Bonus on incoming of desh rangdhanu package:**

Now customers can enjoy 20% bonus by having minimum 50 incoming minutes from other operator's mobile in a month. The bonus will be given in the form of sms and minutes equally. The 20% bonus will be awarded based on previous month's incoming calls from other mobile operators .bonus minutes can be used to call any banglalink number (excluding fnf) and bonus sms can be used for any banglalink number. All prepaid customers (banglalink desh, desh rang, ladies, first!) and banglalink postpaid, banglalink business and banglalink sme customers can enjoy these bonus minutes.



Customers who are interested to avail the facility need to write "bo" and send a sms to **2007** (sms charge tk. 2 excluding vat will apply). Within 72 hours of sending sms customers will receive a reply sms confirming successful registration. A customer needs to send the registration sms once to enjoy the bonus on incoming till the offer lasts. The bonus for the usage of one month will be given in the following month.

- **Lifetime validity of desh rangdhanu package:**

Lifetime validity on prepaid account gives a customer the benefit of receiving incoming calls and staying connected forever. To get lifetime validity, a customer has to recharge his/her pre-paid account with a minimum amount of tk. 10/= or above (via scratch card or i- top up). If any lifetime validity customer does not have any incoming or outgoing call/sms for three months, the connection will be permanently disconnected.

- **Product details of desh rangdhanu package:**

- Under rangdhonu package, whenever a call will be connected to any banglalink number during 12.00am-5.00pm, tk.1.50/minute will be charged per minute during the 1st five minutes. From 6th to 30th minute, the call will be free of charge. Similarly, from 31st to 35th minute, the tariff will be tk. 1.50/minute and from 36th to 60th minute, the call will be free of charge.
  - All the above charges are exclusive of vat.
  - 60 second pulse will be applicable for this tariff.

- Special tariff of rangdhonu package will be applicable for calling to any banglalink numbers (including fnf) from 12am to 5pm.

➤ **Migrating to rangdhonu package:**

- Pre-paid customers can migrate to this package.
- To register for this package, type "reg" and send sms to 4687.
- To unsubscribe from this package, type "d" and send sms to 4687.

➤ **Banglalink desh 7fnf package:**

Banglalink launches a new package with 7 fnf numbers to any operator. Any prepaid customer can migrate to the new desh package by typing 'reg' and sending sms to 2000.

**viii. Post-paid packages of Banglalink:**

At banglalink, we understand that your needs and usage patterns are unique. This is why we believe in giving you choices so you can pick what you need. Rather than offering you the same solution as everyone else, our banglalink postpaid packages are tailored to serve your exact purposes and give you the best value for money.

➤ **Banglalink offers three post-paid packages:**

- banglalink post-paid.
- banglalink business.
- banglalink sme.



➤ **Benefits of Banglalink post-paid packages:**

- Lowest call charges.
- 1 second pulse.
- Up to 4 fnf to any mobile operator with a very low tariff.
- 20% bonus on incoming calls.
- Up to 15% monthly loyalty discount on airtime.
- Up to 2 supplementary connections with very low group talk rate.
- Low monthly line rent, which is waived based on usage.
- Hassle free bill payment through i' top up.
- gprs and mms service .
- International roaming.
- International sms.
- Smart services like amar tune, power menu, missed call alert, news alert, yellow pages, and many more.

➤ **Key highlights of Banglalink post-paid package:**

Banglalink postpaid is a standard postpaid package with local, nwd and isd connectivity. It offers very attractive call rates, a range of packages and value added services designed to make your life simpler.

➤ **Dedicated customer care line of Banglalink post-paid package:**

121 are a dedicated customer care line number which caters to all your inquiries round the clock.

➤ **Bonus on incoming of Banglalink post-paid package:**

Banglalink is the only operator that offers bonus on incoming for postpaid connections. Enjoy 20% bonus minutes and sms on your total incoming calls.

➤ **International SMS of Banglalink post-paid package:**

All users can send sms to mobiles within Bangladesh as well as around the world.

➤ **Free voice mail retrieval of Banglalink post-paid package:**

with banglalink postpaid your voice mail retrieval is absolutely free.

➤ **Banglalink post-paid package 1 offers:**

- Exemption of line rent if your bill exceeds tk 500.
- Duplicate dial: you can keep the last 6 digits of your existing number same when taking a banglalink postpaid connection.
- Free 10 mb gprs every month.
- Free missed call alert service.
- tk. 100 discount in 2 bill cycle (tk. 50 each) .
- Free 100 sms with the new connection
- Free dedicated customer care line (121)

➤ **Supplementary connection of Banglalink post-paid package:**

- All subscribers of postpaid package 1 can avail two supplementary connections with low connection fees and attractive group call & sms rates.
- Special group talk rate of tk. 0.25/min and tk. 0.25/sms between the 3 connections (including the original connection).



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- Postpaid package 1 and its attractive call charges and other facilities are applicable.

➤ **Fnf of Banglalink post-paid package:**

With banglalink postpaid package you can enjoy talking at a much lower call rate to your fnf numbers from any mobile operator.

➤ **Banglalink business package:**

Regardless of the industry or size of the business, the aim is the same - growth! Speedy and reliable information flow is crucial to your business. With this in mind, we would like to welcome you to the world of banglalink business. Banglalink business is the telecom solution for businesses that understands your needs and offers customized communication solutions to help your business grow faster.

With banglalink business your company will be assigned a dedicated relationship manager who will provide personalized assistance round the clock.

➤ **Special benefits of Banglalink business package:**

- Customized price plans and packages to meet your specific needs.
- No security deposit for initial start-up and international roaming .
- Free itemized bill.
- Discount on connection fee.
- 1 second pulse.
- 20% bonus on incoming.
- Customized credit limit.

- Smart business tools like internet, missed call alert, business sms.
- Broadcast business short code, free voice mail retrieval and more.
- Convenient bill payment options.
- Sms ang gprs roaming facility.
- International sms facility.
- Other value added services will be available as well.

➤ **Dedicated customer care of Banglalink business package:**

Business is unique and goals are challenging. We understand that in your busy schedule you cannot afford to spend time searching for customer support. With banglalink business we come to you. Our customer care is personalized to suit your needs best. We go the extra mile so that you can have the best possible service.

We will assign a relationship manager (rm) who will be dedicated to provide personalized assistance round the clock. Our relationship manager will instantly attend to all your inquiries including the following:

- Product information.
- Subscription and information on value added service.
- Clarification of bill.
- Replacement of lost/broken/stolen sim card.
- Change of subscription type- package migration.
- Coverage information.
- Handset information.



➤ **Special value added services of Banglalink :**

• **Vehicle tracking: ntrack:**

Monitoring and safeguarding any vehicle is now possible sitting at your office ntrack vehicle tracking system is a state-of-the-art service which enables anyone to track a vehicle or a fleet to ensure better security of vehicles by reducing auto theft which is an alarming issue these days in major metro areas. With this service, you can even switch off your car from a remote location. All you need is a gprs enabled handset and a banglalink data package to go to internet and you can monitor the vehicle live.

• **Banglalink phone backup:**

Banglalink phone backup is a service that safeguards all data of a mobile phone including contacts, calendar & tasks, sms, photos, videos and audio. the phone backup service copies your mobile phone's data in a secured manner to banglalink's phone backup system, and also enables you to restore the saved data on your phone (new / existing) whenever you change your phone or in case you lose the data accidentally.

• **Missed call alert service:**

Now we can get updates of all calls we have missed when our phone was switched off or unreachable. Banglalink business missed call alert service keeps records of those calls and sends sms with details of the calls we have missed. So now we do not have to worry about missing any important calls even when our phone is switched off during a flight.

- **Banglalink internet:**

Enjoy the power of internet on our mobile. With banglalink business gprs we can send and receive e-mails and mms, browse the internet or download contents through your mobile. Be always online even when we were out of office; stay updated with our work and the world around.

- **Call block:**

Now you can block all the annoying callers by subscribing to banglalink call block service. Block the first 10 numbers for free! To subscribe, sms sub to 8181.

- **Call conferencing:**

Call conferencing enables you to have quick discussions with 3 or more persons simultaneously. It is a great way to conduct business while you are on the move.

- **Voice mail:**

When your mobile is busy or switched off banglalink business voice mail serves as your answering machine. Callers can leave you a message. You can retrieve those messages any time later and retrieval is absolutely free!

- **Stock info:**

Banglalink introduces stock info service which brings live stock market information of Dhaka and Chittagong stock exchange. It is a mobile phone based application. Anyone who has a java enabled handset can easily enjoy the service. To avail the service write sub and send sms to 6464.



- **News update:**

News update is very easy to attain now in our banglalink connection. Just dial 4141 for rtv news, 2010 for atn news, 2324 for bd news, 5676 for boishakhi news, 1616 for banglavision news, 2626 for channel i news, 5959 for channel 1 news, 2021 for etv news, 2345 for ntv news and 2221 for prothom alo news.

- **International roaming:**

Enjoy worldwide coverage with international roaming. Banglalink business allows using our own mobile phone when traveling around the world. We can now enjoy wireless service in nearly 400 operators in all major country of the world. Stay connected with your family, friends and business contacts even while traveling across the world. Banglalink enterprise customers can enjoy international roaming without any security deposit.

- **Business sms broadcast:**

Reach all our employees, customers and channel partners at one go by sending just one sms. With banglalink enterprise sms broadcast, we can now send sms to hundreds pf people under any operator within few seconds. Just type the message on our pc, choose recipients and send at once! Let our business run on fast track.

- **Banglalink SME package :**

Banglalink sme now offers attractive tariffs and the complete package customized to suit the needs of the small and medium enterprises. It is

very simple packages that will help our business flourish by minimizing the cost of our communication.

➤ **The salient features of Banglalink SME package:**

- Flexibility to choose from 2 packages: banglalink sme postpaid and banglalink sme call & control.
- Best call rates during business hours.
- Attractive evening hours call rate.
- Best rates in 4 fnf .
- 20% bonus on incoming calls from other operators. 1 second pulse to banglalink numbers.

➤ **Benefits of Banglalink SME postpaid package:**

- Zero connection price, only security deposit required in taking a new connection.
- 10mb free internet every month with which you can send or receive emails and browse the internet from your banglalink mobile.
- 50 free minutes and 50 free sms per month which can be used to any banglalink number 24 hours a day.
- Waiver of monthly fee if monthly usage exceeds tk 400.
- Only tk 50 monthly fees.

➤ **Benefits of Banglalink SME call & control package:**

- Attractive connection price and special start up offers.
- Easy account recharge through scratch card or i'top-up.
- Zero monthly fee.
- Attractive flat call rate.
- Upto 5 fnf.



➤ **SME hotline:**

We have a separate and dedicated sales channel for the convenience of the customers. Any customer who wants to buy a banglalink sme connection, just need to call the 24 hour sme hotline **01912 999 000** and the product will be delivered to his/her doorsteps by the business development officers. Besides, selected distributors of banglalink will be selling the sme connections.

Old sme package customers (purchased connection before January 01, 2008) can migrate to the new banglalink sme connection to enjoy the attractive benefits.

**ix. Banglalink launches banglalink handset:**

Banglalink believes in making a difference in all its endeavors. This time it has made a special product to make life simpler with a single purchase. For the first time ever, banglalink launches 'banglalink handset' campaign for our prepaid customers whereby customers will be offered a banglalink-huawei.

**x. Others value added services of Banglalink:**

Since its inception, banglalink has always endeavored to provide its customers with innovative products and services on a regular basis.

Banglalink offers value added services that are designed to meet our needs.

- Information based services
- Entertainment
- Data based services
- Call management services
- Mobile financial services

**xi. Information based services of Banglalink:**

Available information based services are:

- Banglalink krishibazaar
- Banglalink emergency
- Blood bank
- Healthlink
- Banglalink jigyasha
- Iinfo
- Railway junction
- Yellow pages
- Sms (text, quotes & jokes ...)
- International sms
- Quran ivr
- Namaz alert.



**xii. Entertainment based services of Banglalink:**

Available entertainment are:

- Habib's album ahoban
- Bbc bangla
- Banglalink timer sms
- Friend finder
- Golpo chora gaan
- Amar tune
- Mig33
- Banglalink messenger
- Song dedication
- Power menu
- Music station
- Smsemail
- Voice adda
- Voice portal
- Sms adda
- Ring tones
- Logos
- Picture messages.

**xiii. Data based services of Banglalink:**

Available data based services are:

- Banglalink internet
- Banglalink internet modem
- Banglalink phonebackup
- Vehicle tracking: ntrack
- Stock info
- Azan alert.

**xiv. Call management services of Banglalink:**

Available call management services are:

- Banglalink easy divert
- Voice message
- Call block
- Call me back
- Missed call alert
- Conference call
- Call waiting
- Caller line identification presentation.



### **xv. Mobile financial services of Banglalink:**

Available mobile financial services are:

- Electronic money order with bpo
- Mobile bill-pay with bpdb
- Mobile bill-pay with desco
- Mobile bill-pay with qubee
- Mobile bill-pay with cwas
- Mobile bill-pay with westzone
- Mobile train ticket
- Mobile remittance.

### **xvi. International roaming of Banglalink:**

Enjoy worldwide coverage with banglalink international roaming. Banglalink international roaming enables us to use our mobile when traveling abroad. We can use our mobile abroad just like we use it while we are in Bangladesh.

- **Travelling abroad:**  
No matter where you travel around the globe, we have you covered.
- **Visiting Bangladesh:**  
Feel at home with banglalink wide coverage and innovative services.
- **Travel tools:**  
Find essential information on your travel destination.

**xvii. Connection price and offers of Banglalink pre-paid package:**

- Tk. 149 with tk. 350 talktime and 500 free sms
- Tk.50 will be preloaded
- Remaining tk. 300 will be given in next 5 months starting from the 3rd calendar month with tk. 50 installments in 4 months and tk. 100 in last month based on tk. 50 usages in every calendar month after activation.
- 500 free sms with 1 month validity will be given.

➤ **Tariff plan of Banglalink desh package:**

**Table 6.1: Tariff plan of Banglalink desh package.**

	9 am - 5 pm	5 pm - 12 am	12 am - 9am
<b>Call rate</b>			
Banglalink to banglalink	tk. 0.99/min*	tk. 1.25/min *	tk. 0.45/min
banglalink to other mobile	tk. 0.99/min*	tk. 1.45/min *	tk. 0.99/min
<b>Fnf rate (3 fnf to any operator)</b>			
Banglalink fnf number	tk. 0.49/min		
Other operator's fnf number	tk. 0.99/min		
<b>SMS rate</b>			
Banglalink to banglalink	tk. 0.50/sms		
Banglalink to other mobile	tk. 0.50/sms		

\* For every call, a tk 0.30 setup charge will be applicable only once.

- 60 sec. pulse will apply for all calls.



➤ **The call charges of Banglalink 7Fnf package:**

**Table 6.2: The call charges of this package are:**

Time		Per minute call charge
0900 to 1700	To any operator	tk. 0.99*
1700 to 2400	To any operator	tk. 1.15*
2400 – 0900	To banglalink number	tk. 0.45*
	To other operators	tk. 0.99*
fnf tariff (24 hr)	To banglalink fnf number	tk. 0.45*
	To other operator's fnf number	tk. 0.99*
sms charge	To banglalink number	tk. 0.50
	To other operator's number	tk. 0.50

- 30 paisa charge will be applicable in the first minute.
- Existing desh package and its call charges will remain unchanged.
- All the other prepaid packages will remain the same.
- 60 seconds pulse will be applicable.
- Customers can deregister and go back to their original package by typing 'd' and sending sms to 2000.
- Migrated customers will enjoy all the features and promotions (except tariff) that are available in desh package.
- Registration and deregistration request will be effective with 48 hours of sending sms request.

➤ **Call & control package offers of Banglalink:**

- Option to recharge through scratch card/i'top-up.
- An easy solution to track of your monthly expenditure.
- Special loyalty discount program.

Rent and time	Postpaid package 1	Supplementary connection	Call & control
Line rent	tk. 100	-	-
minimum commitment	-	tk. 50	-
outgoing call charges to banglalink numbers			
9am - 5pm	tk. 0.99/min	tk. 0.99/min	tk. 0.99/min
5pm - 12am	tk. 1.25/min	tk. 1.25/min	tk. 1.25/min
12am - 9am	tk. 0.45/min	tk. 0.45/min	tk. 0.45/min
Outgoing call charges to other operators			
9am - 5pm	tk. 0.99/min	tk. 0.99/min	tk. 0.99/min
5pm - 12am	tk. 1.25/min	tk. 1.25/min	tk. 1.25/min
12am - 9am	tk. 0.99/min	tk. 0.99/min	tk. 0.99/min
Fnf rates			
Number of fnf	4	4	3
24 hours call charge to banglalink fnf	tk. 0.45/min	tk. 0.45/min	tk. 0.45/min
24 hours call charge to other operators' fnf	tk. 0.79/min	tk. 0.79/min	tk. 0.79/min
Sms rates			
Sms rates to banglalink and other numbers	tk. 0.50/sms	tk. 0.50/sms	tk. 0.50/sms
Sms rates to fnf numbers	tk. 0.50/sms	tk. 0.50/sms	tk. 0.50/sms
Pulse			
To banglalink numbers (excluding fnf)	1 sec	1 sec	1 sec
To other operators numbers (excluding fnf)	30/30/15 sec	30/30/15 sec	30/15/15 sec
To fnf	60 sec	60 sec	60 sec



➤ **Loyalty discount of Banglalink:**

We can reduce our mobile expenses through our loyalty discount program. The monthly loyalty discount amount is calculated based on your length of stay with banglalink and usage per month as shown the following table:

Length of stay with banglalink	Monthly outgoing voice calls (excluding btcl charge, roaming and vat)		
	tk. 401 - 1500	tk. 1501 - 3000	tk. 3001 +
More than 2 years	10%	12%	15%
Less than 2 years, more than 1 year	8%	10%	12%
Less than 1 year	7%	8%	10%

This means the longer we have stayed with banglalink, the more discounts you will receive. The loyalty discount is our way of expressing gratitude toward you, because our loyalty means that banglalink is our preferred and trusted mobile operator.

A customer's length of stay with banglalink will be calculated starting from the date of activation of service with banglalink.

For postpaid package 1 customers, the discount amount will be adjusted with their monthly bill.

For postpaid call & control customers, an amount equivalent to the discount will be uploaded every month to their accounts.

### xviii. Nababi call rate of Banglalink:

Banglalink has launched 'nababi call rate' for its customers. Under this promotion, customers can enjoy only 45 paisa/min tariff whole day to all banglalink numbers. Offer details all banglalink desh, ek rate, ek rate darun, desh 7 fnf, desh rang, rangdhonu, call & control packages (banglalink postpaid, banglalink sme).

### xix. Daily unlimited SMS offer of Banglalink:

Banglalink brings daily unlimited sms offer only at tk.5! This offer is applicable for all banglalink desh, desh rang, ek rate, ek rate darun, rangdhonu, banglalink sme, banglalink postpaid call & control and banglalink business call & control customers. Offer details customers can buy 500 sms daily at only tk.5.

### xx. Sales department of Banglalink:

One of the most important links in the chain, the sales department is responsible for all the sales activities of the organization. The department is divided into four divisions: Direct Sales, Corporate Sales, Distribution Sales and Sales Support.

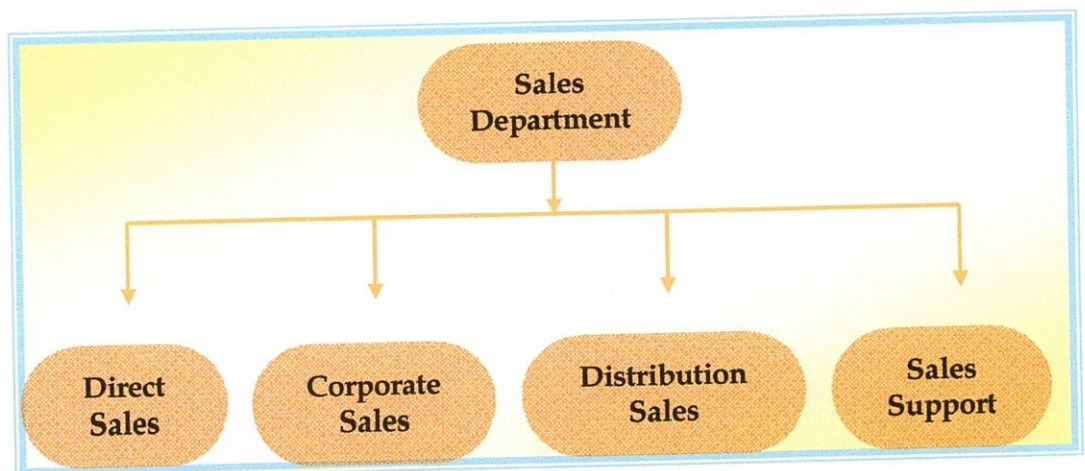


Figure 6.2: Sales department of Banglalink.



**a. Direct sales:**

This is the largest team in the department, consisting of many employees. The direct sales division operates four main sales booths, run by its own employees. The first booth is located in Gulshan 2, Rangs Arcade; the second booth in Chittagong, the third is in Motijheel while the 4th is in Rajshahi. The purpose of these booths is to sell directly to its customers, alongside its distributors/dealers. It helps the company stay in close touch with its customers and get faster and more reliable feedback from the sales force.

The booths were originally established with the idea that people prefer to purchase their cell phones from reliable sources and no one can be more reliable than the company itself. Thus, they provide another mechanism by which the company can meet and satisfy its consumers communication needs, swiftly and completely.

It is the only one of its kind in the industry. All the other operators sell their products solely through their dealers, and more recently, some have added selling activities to their Customer Care activities, but are to make it a separate entity similar as is in Banglalink. Moreover Banglalink has total seven Banglalink points and Francis outlets with Kollol Group & Agrani. Its target is to make 100 points and outlets in this year.

**b. Corporate sales:**

Corporate Sales is also a large department consisting of direct employees and contractual staffs. Direct employees mainly concentrate on large multinational companies and contractual staffs concentrate on SMEs.

**c. Distribution sales:**

This is the largest team in the department. Consisting entirely of male employees, this department is responsible for managing the activities and ensuring that the company's six distributors meet sales targets (Lipro, Asimpex, Butterfly, Propel, Deens, Deshlink & one card distributor named Kollol Group). They are also responsible for ensuring that these distributors and all the dealers operating under them are following the policies of the company with regard to promotions, package offerings, branding, pricing etc. Hence, the team works mostly outdoors and report to the office in the evening or early morning for completion of any paperwork.

**d. Sales support:**

This team is the smallest of all the four teams. Nevertheless, they form an integral part of the department by providing logistical support to the other three teams. Thus, they have to maintain liaison with the Procurement Department; Kollol Group, our scratch card distributors; the warehouse, where all POSM and handsets are stored.

**xxi. Customer care of Banglalink:**

Customer Care department too is segmented, consisting of the Customer Care division itself, and then there is Care Line, Credit Management Unit and the Support Services Unit. They are responsible for handling customer queries and providing solutions to any problems faced by the subscribers.



While the above departments are all located in the headquarters in Gulshan 2, the Customer Care people are divided between the head office and the Call Center (Star Tower) between Gulshan 1 & 2.

#### **xxii. Promotions of Banglalink:**

Banglalink promotes its product mainly by advertisement, sales promotion, events and experience, Public relations and publicity, direct marketing and personal selling.

#### **xxiii. Boundary bonus of Banglalink:**

Banglalink again launches its striking offer - "boundary bonus". Under this offer, customers will be able to enjoy 100% bonus on their incremental usage in April over March (any incremental amount). This means that customers will have to increase their usage during the period of 1st to 30th April, 2011

#### **xxiv. Slogans of Banglalink:**

From secondary sources of Banglalink's poster, banner, website, TV advertisement etc we found that "Where there is change, Banglalink is there." Such missions are taken by Banglalink to promote its services around the country. The company tries to focus on the culture of the people to build up emotional attachment with its consumers by using different types of media as print, audio visual, website or manual like bill board, poster, banner etc. Notable that for attracting the customers Banglalink uses some attractive slogans. These are "DIN BODOLOARE PALA", "YOU FIRST", "KHOTHA DILAM", "BONDHU FERA ESHO" etc.

- **Memorability of slogans:**

The customers can easily recall the short and simple slogan of the company.

- **Meaningfulness of slogans:**

The brand slogan itself is prioritizing their customers over everything and is ensuring to provide all the facilities desired by them. As a result, the slogan is carrying great weight to add worthiness with the brand.

- **Likeability of slogans:**

The customers will easily like the straightforward but the relevant wording arrangement of the slogan. Moreover, as the customers are given honor through the company slogan, it may add positive image toward the brand itself.

- **Transferability of slogans:**

The slogan can easily be transferable across the geographic boundaries but it will be difficult to transfer for various product categories.

- **Adaptability of slogans:**

It can be changed easily as per the customers' perception and over time.



**xxv. Use of the different packages of Banglalink:**

**Table 6.3: Percentage distribution of the respondents by different packages of Banglalink.**

<b>Name of Package</b>	<b>Frequency</b>	<b>Percent</b>
Banglalink Desh	368	73.6
Banglalink Rang	33	6.6
Banglalink Ladies First	30	6.0
Banglalink SME	20	4.0
Banglalink Corporate	10	2.0
Banglalink PCO	13	2.6
Bannglalink Business solution	7	1.4
Banglalink desh ek rate, Banglalink desh ek rate darun, Banglalink desh rangdhanu, Banglalink post-paid.	19	3.8
<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field survey-2010

From table-6.3 shows that most of the respondent use Banglalink Desh Package and it percent is 73.6% and remaining respondents belongs to other packages as Banglalink Rong Package have 6.6% users Ladies First Package has 6.0% users, Banglalink SME Package has 4.0% users, corporate package has 2.0% users, PCO package has 2.6% users, Business Solution packages has 1.4% and Banglalink desh ek rate, Banglalink desh ek rate darun, Banglalink desh rangdhanu, Banglalink post-paid 3.8%.

The frequency distribution showed that **Banglalink Desh** package is success-full package to attract the larger part of its customers attention. But other users also use different packages of Banglalink too.

**xxvi. Reasons to purchase a SIM of Banglalink:**

**Table 6.4: Percentage distribution of the respondents according various reasons to purchase a Banglalink SIM.**

<b>SL.</b>	<b>Reasons</b>	<b>Frequency</b>	<b>Percent</b>
1	Lower call rate	250	50.0
2	Better network coverage	15	3.0
3	Better customer service	20	4.0
4	Follow friends, relative or family member	41	8.2
5	Helpful to business	6	1.2
6	Better service	24	4.8
7	Others	27	5.4
8	Follow friends, relative or family member, Lower call rate	29	5.8
9	Lower call rate , Better customer service	29	5.8
10	Lower call rate, Better network coverage	19	3.8
11	Lower call rate, Better network coverage , Better customer service	17	3.4
12	Lower call rate ,Better network coverage , Better service	23	4.6
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field survey-2010

Table 6.4 Shows that Banglalink offers the lowest call rate as well as Short Message Service (SMS) and Value Added Service (VAS) rate to attract its customer. That also helps to increase market share and consumer satisfaction. By the analysis of primary data it was found that most of the users argued that the main reason to purchase a SIM card of Banglalink is the lower call rate.



**xxvii. Customers opinion about value added services of Banglalink :**

**Table 6.5: Percentage distribution of the respondents according to value added services from Banglalink.**

SL.	Services	Frequency	Percent
1	Call Forwarding/Diverting	42	8.4
2	Call Waiting and Holding	31	6.2
3	Call Baring	27	5.4
4	Voice Massage Service	11	2.2
5	Short Massage Service, ISD Call, Internet	128	25.6
6	T-Adda/Conference calling	7	1.4
7	SMS Adda	3	0.6
8	SMS E-mail	19	3.8
9	International SMS	14	2.8
10	Ring tone Download	5	1.0
11	Picture Massage	3	0.6
12	Health Service	4	0.8
13	Travel ticket, Educational service	22	4.4
14	Call forwarding/Diverting, Call Waiting and Holding, Short Massage Service	8	1.6
15	Call Forwarding/Diverting, Call Waiting and Holding Short Massage Service, International SMS	22	4.4
16	Call Forwarding/Diverting Call Waiting and Holding Waiting, Voice Massage Service, Short Massage Service	154	30.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field survey-2010

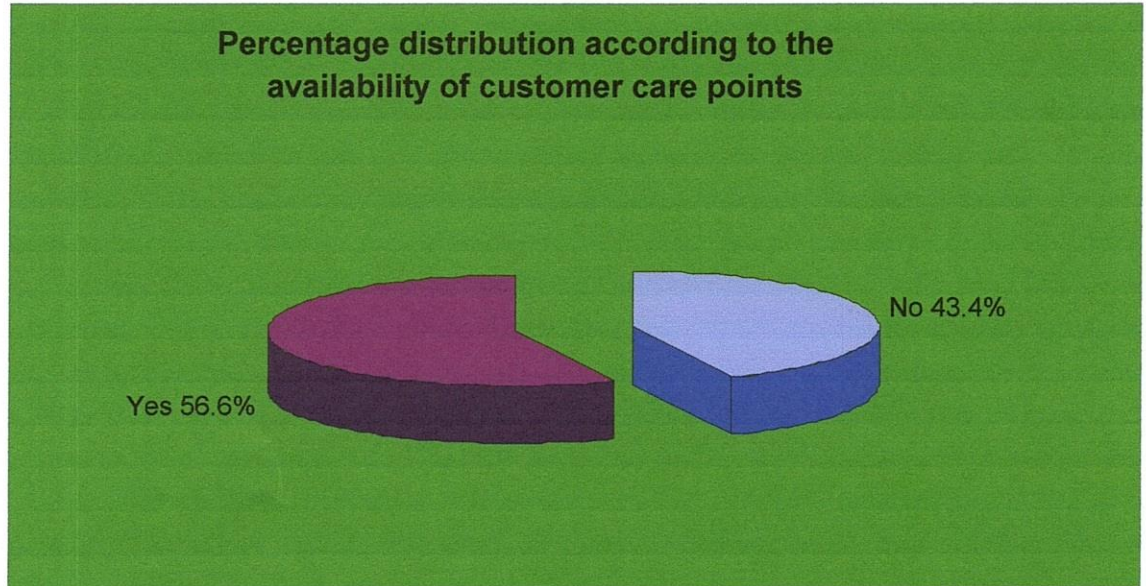
Table-6.5 shows that Banglalink cellular phone serves different purposes of the customers as per their need. It is serving different kinds of SIM (post paid, prepaid), value added services (VAS) to draw the attention of users. Banglalink also provides internet services and ISD facility to enhance its services. Internet facilities are more available in the urban areas than the rural areas of Bangladesh.

**xxviii. Availability of the customer care points of Banglalink:**

Figure-6.3 shows that the respondents of 43.4% said that the customer care points are not available. Also 56.6% respondents said positively about the availability of the customer care points. But it is not satisfactory

for the business. So, they have to increase there number of customer cares point all over Bangladesh.

**Fig. 6.3: Percentage distribution according to the availability of customer care points.**



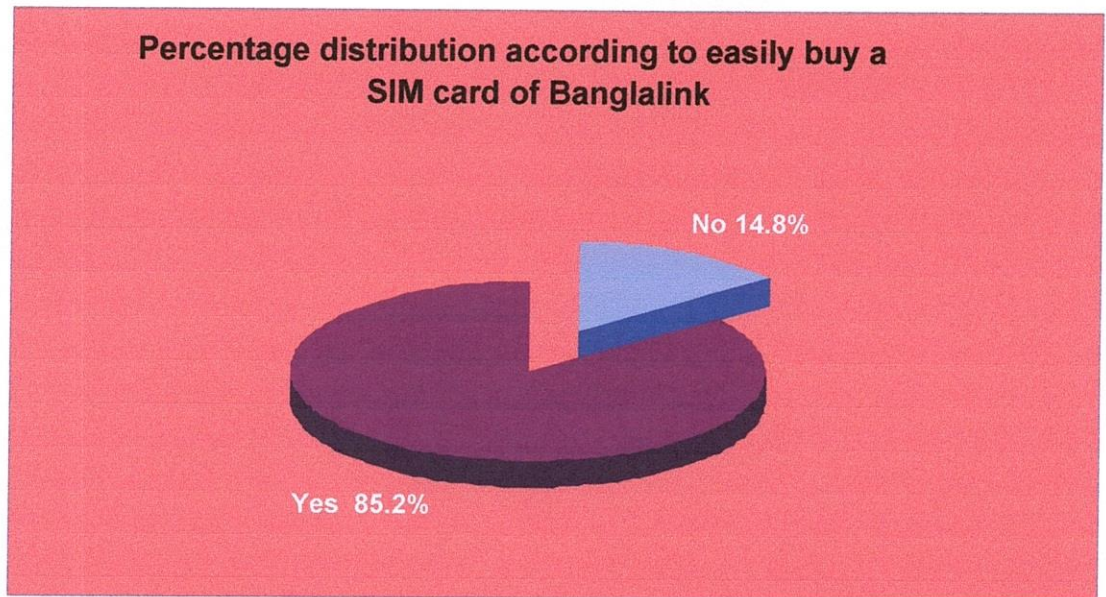
Source: Field survey-2010

**xxix. Buy a SIM card of Banglalink:**

After starting business Banglalink has tried to provide its services in a quality manner. From figure 6.4 it is found that the consumers purchased Banglalink SIM card easily.



**Fig. 6.4: Percentage distribution of the respondents according to easily buy a SIM card of Banglalink.**



**Source: Field survey-2010**

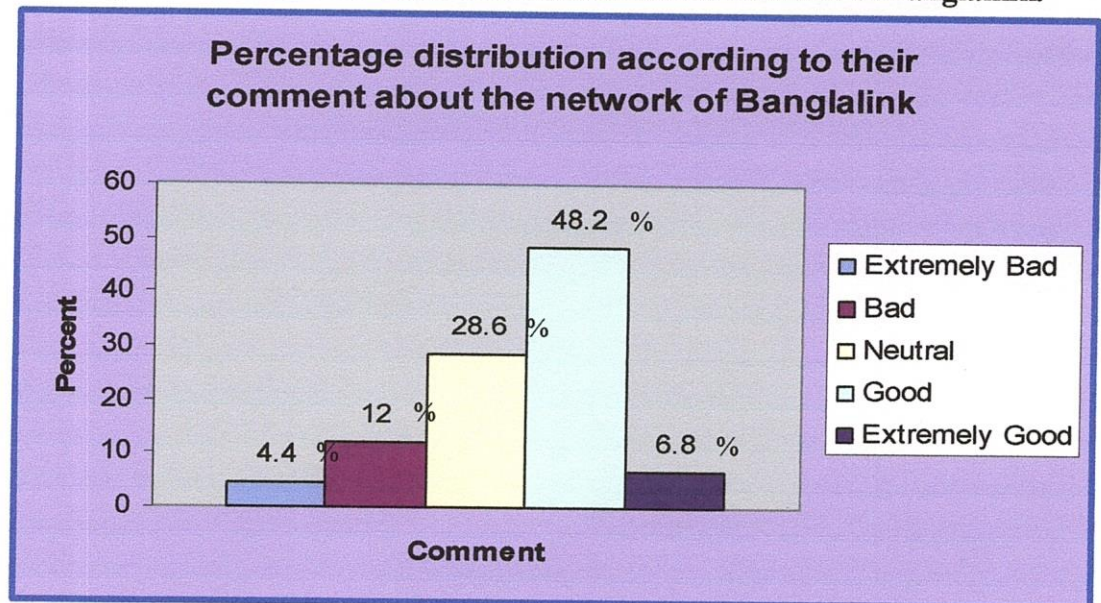
### **6.1.2. Marketing problems of Banglalink:**

To assess the objective two we analyze the primary data which are collected from the users of Banglalink. As well as we study the company profile of Banglalink and others secondary data also. By the frequency distribution of primary data and the other sources we found some marketing problems of Banglalink. These marketing problems of Banglalink are as follows-

#### **i) Network of Banglalink:**

Figure-6.5 shows that the 48.2% of the respondents said good about the network coverage of Banglalink is high but the percentage of those not satisfied with the network coverage is also quite high of which 28.6% express their neutrality to give their opinion. About 6.8% of the respondents said extremely well, 12.0% of the respondent said bad and other 4.4% said extremely badly.

**Fig. 6.5: Distribution of the comment about the network of Banglalink.**



Source: Field survey-2010

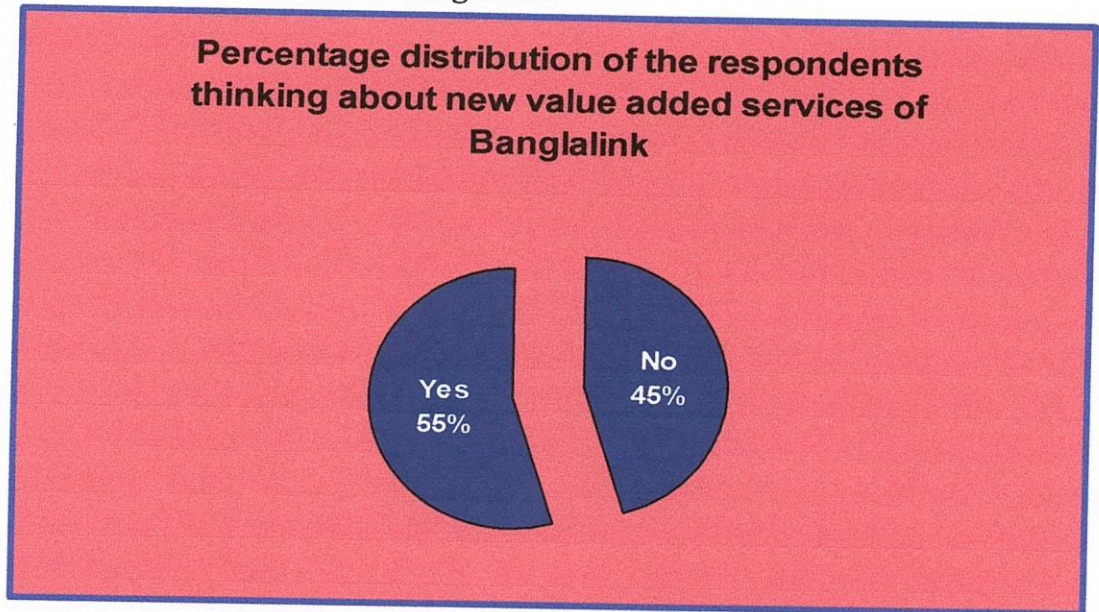
Network is the vital requirement of cellular phone. Without network we can not use it a single second. But analyzing the primary data we found that Banglalink has a major problem in its network facilities especially when more customers of Banglalink operator are trying to communicate with the users of other operators, they face insufficient network problem and can not do their communication and function smoothly.

**ii) Customers thinking about new value added services of Banglalink:**

Figure-6.6 shows that 54.6% respondents think about the additional value added services of Banglalink and the respondent of 45.4% those not thinking. So we found that most of the users of Banglalink are conscious about value added services (VAS). A huge portion of Banglalink users comment that the value added services of Banglalink are not sufficient. At present most of the users are expecting new and more value added services to enjoy the connection of Banglalink.



**Fig. 6.6: Percentage distribution of the respondents thinking about new value added services of Banglalink.**

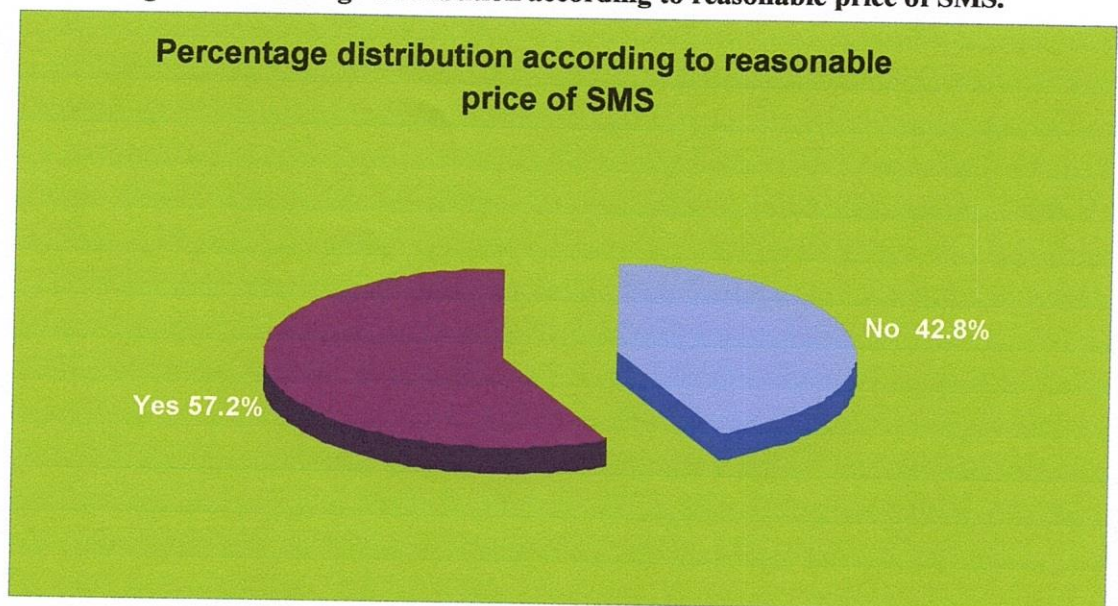


Source: Field survey-2010

### iii) SMS price of Banglalink:

From the figure-6.7 shows that 57.2% of Banglalink users were said that the price of SMS is reasonable and 42.8% said not reasonable. It is indicated hat Banglalink users are satisfied with price of SMS but considerable factors is that dissatisfied about SMS price are not low.

**Fig. 6.7: Percentage distribution according to reasonable price of SMS.**



Source: Field survey-2010



#### iv) ISD call rate of Banglalink:

Here 43.0% respondents said reasonable about the ISD call rate of Banglalink. The percentage of those respondents said the call rate of Banglalink is high remaining quite high, which contains 32.8%. The percentage of others opinions of the respondents are very low. Such as 7.6% for low call charge, 5.0% for very high call charge and 0.6% for very low call charge. Hear 11.0% respondents did not give any opinion because they do not use the ISD service. It is indicated that most of the respondents are satisfied about the ISD call charge but a huge number of respondents are dissatisfied about the ISD call charge.

**Table 6.6: Percentage distribution according to the call charge of ISD.**

Opinion	Frequency	Percent
Very High	25	5.0
High	164	32.8
Reasonable	215	43.0
Low	38	7.6
Very Low	3	0.6
No Response	55	11.0
<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field survey-2010

#### v) Internet browsing charge of Banglalink:

Now day's internet is the most powerful way of communication that brings the world into hand. Table 6.7 shows that the respondents of 43.2% said that the internet browsing charge is reasonable, 29.9% said the charge of internet browsing is high, 7.8%. respondents said the browsing charge is low, 6.0% respondents said the browsing charge is very high and 0.8% respondents said low charge for browsing. Others 12.6% respondents do not express any opinion because they do not use the internet. In a country where the income level of the respondents is quite low. So Banglalink should consider the pricing policy to reduce the



charge of internet browsing because a great portion respondent dissatisfied about the rate of internet browsing charge.

**Table 6.7: Percentage distribution according to internet browsing charge of Banglalink.**

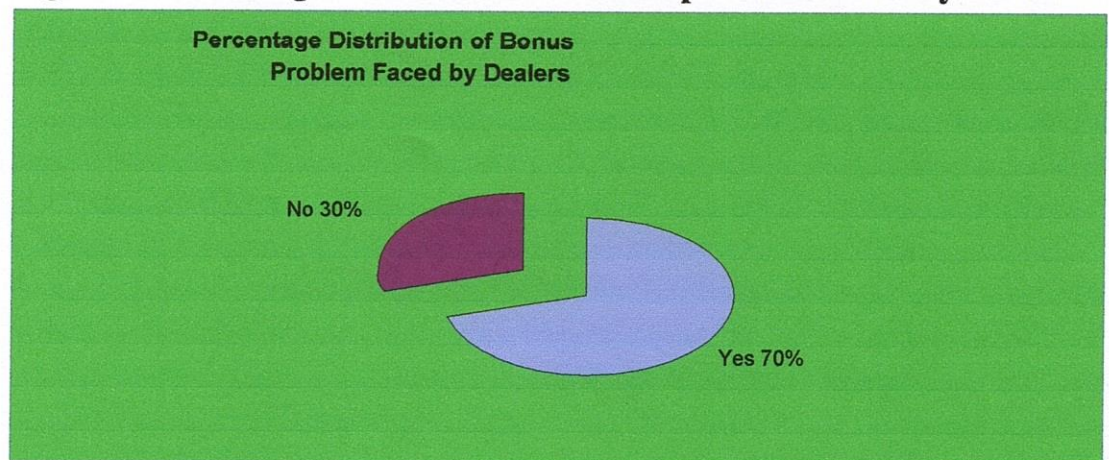
Opinion	Frequency	Percent
Very High	30	6.0
High	148	29.6
Reasonable	216	43.2
Low	39	7.8
Very Low	4	0.8
No Response	63	12.6
<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field survey-2010

**vi) Bonus problems of the dealers of Banglalink:**

Figure 6.8 show that the respondents of 70.0% respond that they are not facing any bonus problem and 30.0% respondents respond that they are face bonus problem.

**Fig. 6.8: Percentage distribution of bonus problem faced by dealers.**



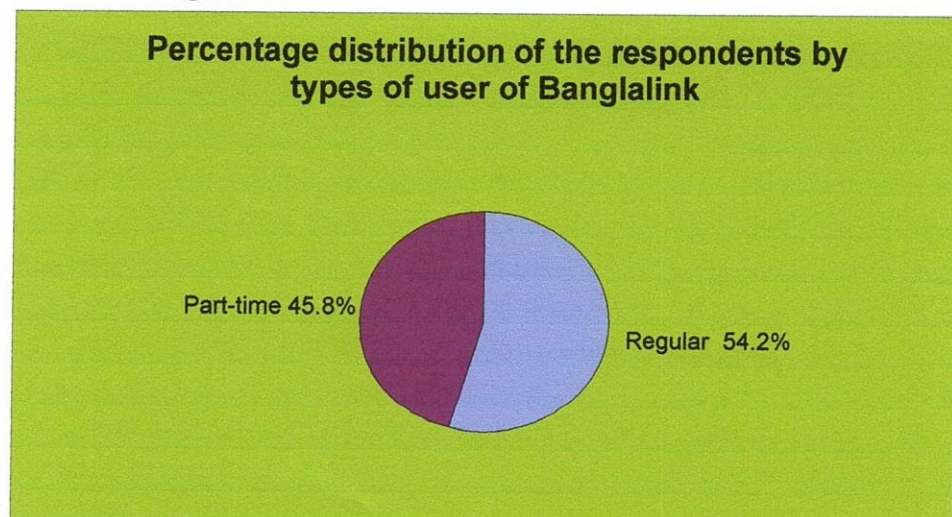
Source: Field survey-2010

**vii) Types of the users of Banglalink:**

From the figure 6.9 shows that among the total respondents of 54.2% regularly uses Banglalink where as 45.8% use as part-time.

It can be said that though Banglalink have more that fifty percent regular users but the number of part time users are also not low. This user also uses other operator like Grameen Phone, Robi, City cell, Teletalk, Airtel. So Banglalink must be conscious about that part time user may leave Banglalink and different marketing strategy must be taken which attacks them to use Banglalink. So they also become regular user.

**Fig. 6.9: Percentage distribution of the respondents by types of user's of Banglalink.**



Source: Field survey-2010



### 6.1.3. Prospects of Banglalink cellular phone:

These prospects of Banglalink are as follows-

i. Bangladesh is a densely populated country. It is not so hard for a mobile company to provide services to the people, especially as they live in a small area. The population is huge. On the other hand the area is very small. So a company can create and maintain its network and any other service very easily.

ii. At present cellular phone is the way of e-banking, e-commerce and e-balance etc. Banglalink has started providing these services. Thus it may increase its market share.

iii. Now a day the new technologies have attracted the consumers very much. There is a good prospect of **3G** (mobile phone with life picture) cellular phone market in Bangladesh. Banglalink can take initiative to start the **3G** cellular phone technology in this country and can create the better market position.

iv. Banglalink can reduce the cost of promotional activities and increase the facilities for the customers. Consequently market share of Banglalink will increase. This will be a good prospect of Banglalink cellular phone.

v. A huge number of mobile phone users are becoming aware regarding the use of internet by the cellular phone connection. Banglalink can offer better facilities in internet service to increase its consumer.

vi. It was found that the promotional activities of Banglalink cellular phone Company has been able to make good tie with the

customers, especially with the help of SMS and value added services. This is an opportunity for Banglalink to make better customer relationship and to inform the customers of the new offers and facilities.

vii. As it is expensive to attract or catch new customers, the company should be attentive to hold the loyal customers than to catch new customers. So it will bring about a better position and prospect for the company.

viii. Banglalink has started its business lately among the competitors of cellular phone industry. At present Banglalink is the second largest company in Bangladesh. Thus it is possible to increase market share by increasing the customer services.

ix. It was found that a number of users use the Banglalink connection on a part time basis. If the Banglalink fulfills the desire of the part time users up to the mark, they will be regular customers. This will be the prospect market of Banglalink.

#### **6.1.4. Recommendation:**

The study that has been conducted so far draws some recommendations for Banglalink. These recommendations are as follows-

- i. Banglalink should ensure the improved network quality.
- ii. Banglalink should come up with proper market segmentation strategy and offer various attractive packages and value added services (VAS) for those segmentation. Customized package for a specific segment can bring a better result.



- iii. If Banglalink develops and improves the service quality, it will ensure the satisfaction of the customers. Therefore they will enjoy the offers perfectly and easily.
- iv. For the satisfaction of the actual and potential consumers Banglalink should improve its customer services.
- v. Banglalink should expand more and more customer care points and maintain quality full service through those points especially in the rural area.
- vi. Banglalink should develop effective and proper promotional strategy. It will make the marketing easier and will reduce the total cost of the company.
- vii. Sometimes Banglalink displays lengthy advertisement and dialogue through various media. It creates boredom in people. So the company should avoid such type of advertisement and should be careful about it.
- viii. Banglalink should do market research periodically and should take proper steps quickly which they get as a feed back from research. Research must cover both external and internal issues.
- ix. Banglalink should be more attentive to the complain and occasional requests of the customer. It will satisfy the customer. It will be helpful to create the new customers.

## **7. Conclusion:**

The cellular phone company is growing dynamically day by day. Banglalink is the fastest growing company in the country. It is clearly found that all cellular phone companies in Bangladesh have to ensure the financial resources, network coverage, low-call rate, low-cost per unit, market research, technical superiority, sufficient customer care, promotional activities, high scores of subscribers and differentiation as the strategic tools for organic business growth and survive successfully in the market in Bangladesh.

Cellular phone market of Bangladesh is competitive and customer oriented. Banglalink will need to focus more to satisfy its customers through customer service, lower call rate, network improvement and more advanced features. So, if Banglalink can satisfy its customers properly, it will be very constructive for its sustainable growth in cellular telecommunication market in Bangladesh.



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## ANNEXURES

ANNEXURE-1  
QUESTIONNAIRE FOR THE COMPANY

1. When did Banglalink™ start its operation?

-----

2. How many types of service do you provide?

-----

3. How do you classify your service offers?

-----

4. What are the objectives of your company to serve customers more effectively?

-----

5. Do you think these objectives are sufficient in the present competitive environment?

(a) Yes  (b) No

If no, which objectives are necessary to overcome the competitive situation?

-----

6. Do you think that Banglalink™ has to give more attention to its loyal customer groups?

(a) Yes  (b) No

If yes, what types?

-----

7. Sometimes you are taking different product policy decisions, what type of impacts are seen in the market share for that product policy decision? Mention please.

-----

8. Dose Banglalink™ has sufficient network in all the districts of Bangladesh?

(a) Yes  (b) No

9. Why do users sometimes fail to listen clearly talking to others?  
Mention please.

10. Do you think that the SIM price of Banglalink™ is reasonable?

(a) Yes  (b) No

11. Do you assume that the call rate of Banglalink™ is appropriate?

(a) Yes  (b) No

12. What is your opinion about the effectiveness of your product policy?

13. Do you have any plan for introducing any new offer?

(a) Yes  (b) No

If yes, what type of new offer?

14. What types of problem are you facing at the time of marketing decision about policy and strategy?

15. How does Banglalink™ control its service quality?

Mention please.

16. Do the government rules and regulations make disturbance in Banglalink™ marketing activities?

(a) Yes  (b) No

If yes, what are these?



17. Does Banglalink™ follow the competitive pricing strategy?  
 (a) Yes  (b) No
18. Do you think that the promotional activities of Banglalink™ are sufficient?  
 (a) Yes  (b) No
19. How much money was spent for the promotional activities by electronic and print media for last five years?  
 (a) 2006 \_\_\_\_\_ (b) 2007 \_\_\_\_\_  
 (c) 2008 \_\_\_\_\_ (d) 2009 \_\_\_\_\_  
 (e) 2010 \_\_\_\_\_
20. What is the sales volume of your company for the last five years?  
 (a) 2006 \_\_\_\_\_ (b) 2007 \_\_\_\_\_  
 (c) 2008 \_\_\_\_\_ (d) 2009 \_\_\_\_\_  
 (e) 2010 \_\_\_\_\_
21. What are the last five years price level for different product and service of Banglalink™?  
 (a) 2006 \_\_\_\_\_ (b) 2007 \_\_\_\_\_  
 (c) 2008 \_\_\_\_\_ (d) 2009 \_\_\_\_\_  
 (e) 2010 \_\_\_\_\_
22. How does your sales volume increase according to your promotional budget expenditure?  
 -----
23. How does your company convert the irregular users to regular users?  
 Mention please.  
 -----
24. How many users can be served by your present technical set-up?  
 Mention please.  
 -----

25. Do you think Banglalink™ plays a vital role in Mobile Banking?  
 (a) Yes  (b) No   
 If yes, what are these?  
 -----
26. Do you think if Banglalink™ introduces 3G (3rd Generation Mobile call with live picture) mobile, the number of users will increase?  
 (a) Yes  (b) No
27. Do you think the consumer of Banglalink™ is satisfied about their internet service?    
 (a) Yes (b) No  
 If no, what is the reason of dissatisfaction?  
 -----
28. At the time of selecting middle-man which criteria you consider?  
 Mention please.  
 -----
29. Which process do you follow to select middle-man?  
 Mention please.  
 -----
30. How can the problem of marketing policy and strategy of Banglalink™ be solved ?  
 -----
31. Name :
32. Present address :
33. Mobile Phone number :

**Thank for your kind co-operation.**



**ANNEXURE-2**  
**QUESTIONNAIRE FOR THE DEALERS**

1. When did you start your business with Banglalink <sup>TM</sup>?  
Mention please.
- 
2. Mention your working territory please; have you full authority to control your own territory?
- 
3. How many dealers of Banglalink <sup>TM</sup> are working in your territory?
- 
4. How much money have you invested in your dealership of Banglalink <sup>TM</sup>?  
Mention please.
- 
5. Do you get any financial or other facilities from the company?  
If yes, which are these?
- |                             |                          |                     |                          |
|-----------------------------|--------------------------|---------------------|--------------------------|
| (a) Commission              | <input type="checkbox"/> | (b) Free connection | <input type="checkbox"/> |
| (c) Sales center decoration | <input type="checkbox"/> | (d) All             | <input type="checkbox"/> |
| (e) Others                  | <input type="checkbox"/> |                     |                          |
6. Did you face any problem to get dealership of Banglalink <sup>TM</sup>?  
If yes, mention the problem and its solution.
- 
7. What type of product do you sell?
- |                   |                          |              |                          |
|-------------------|--------------------------|--------------|--------------------------|
| (a) SIM card      | <input type="checkbox"/> | (b) I top-up | <input type="checkbox"/> |
| (c) Pre-paid card | <input type="checkbox"/> | (d) All      | <input type="checkbox"/> |
8. Do you sell mobile phone pre-paid card of Banglalink <sup>TM</sup>?  
If yes, what is your sales amount per month?
-

9. Which problems do you face to sell pre-paid card and please mention your expected solution for those problems.
- 

10. Do you sell I- top-up of Banglalink <sup>TM</sup>?

(a) Yes  (b) No

If yes, what is your sales amount per month?

-----

11. Which problems do you face to sell I- top-up and please mention your expected solution for those problems?
- 

12. Do you get any complain from the subscribers of Banglalink <sup>TM</sup>?

(a) Yes  (b) No

If yes, what types?

-----

13. What is your opinion about the call charge of Banglalink <sup>TM</sup>?

(a) High  (b) Low  (c) Reasonable

14. Do you satisfied about the SIM price of Banglalink <sup>TM</sup>?

Highly satisfied	Satisfied	Reasonable	Highly Dissatisfied	Dissatisfied
+2	+1	o	-1	-2

15. What is your opinion about the others mobile Phone operator call charge ?

(a) Expensive  (b) Inexpensive

(c) Reasonable

16. Are you satisfied with the given facilities from Banglalink <sup>TM</sup>?

(a) Yes  (b) No

17. Have you any other complains about the Banglalink <sup>TM</sup>?

(a) Yes  (b) No

If yes, what are these?

-----



18. What are the last five years sales volumes for all types of products?  
 (a) 2006 \_\_\_\_\_ (b) 2007 \_\_\_\_\_  
 (c) 2008 \_\_\_\_\_ (d) 2009 \_\_\_\_\_  
 (e) 2010 \_\_\_\_\_

19. Give some suggestions how to improve the service quality of Banglalink <sup>TM</sup>?
- 

20. Do you think that Banglalink <sup>TM</sup> has any marketing problem?

(a) Yes  (b) No

If yes, what are these?

-----

21. If Banglalink <sup>TM</sup> has marketing problem how it should be solved?
- 

22. Name :
23. Present address :
24. Mobile Phone number :
25. Educational qualification:
26. Occupation :
27. Age :
28. Monthly income (Taka) : (a) 00-5000   
 (b) 5001-10000   
 (c) 10001-15000   
 (d) 15001-20000   
 (e) 20001- above

**Thank for your kind co-operation.**

**ANNEXURE-3**  
**QUESTIONNAIRE FOR THE USERS**

1. Do you use mobile phone?  
 (a) Yes  (b) No
  
2. Which company's mobile phone connection do you use?  
 (a) Grammen Phone  (b) Banglalink™   
 (c) Robi  (d) Airtel   
 (e) City Cell  (f) Tele Talk
  
3. If you are a Banglalink™ user which package of SIM do you use?  
 Mention please.  
 -----
  
4. Can you buy a SIM card of Banglalink™ easily?  
 (a) Yes  (b) No   
 If no, what is the reason?  
 -----
  
5. When did you purchase the SIM card of Banglalink™?  
 (a) 06 months ago  (b) 01 year ago   
 (c) 02 years ago  (d) 03 years ago   
 (e) 04 years ago  (f) More than 04 years
  
6. When you decided to purchase a SIM card then which name came first in your mind?  
 (a) Grammen Phone  (b) Banglalink™   
 (c) Robi  (d) Airtel   
 (e) City Cell  (f) Tele Talk
  
7. Why have you decided to purchase a SIM of Banglalink™?  
 (a) Lower call rate   
 (b) Better network coverage   
 (c) Better customer service   
 (d) To follow the friend, relative or family members   
 (e) Helpful to my business   
 (f) Better service   
 (g) Any others (please specify).....



8. Do you suggest any body to purchase a SIM card of Banglalink™?  
 (a) Yes  (b) No   
 If yes, why?

9. From where would you like to collect SIM card of Banglalink™?  
 (a) Customer care  (b) Dealer   
 (c) Salesmanship  (d) At office   
 (e) At your institution  (f) others

10. Can you collect top-up and scratch card at any time any where?  
 (a) Yes  (b) No

If no, please mention the reason.

11. What is your comment about the network coverage area of Banglalink™?

Extremely good	Good	Neither good or bad	Bad	Extremely bad
+2	+1	0	-1	-2

12. What type of value added services do you enjoy from Banglalink™?
- |                                 |                          |                           |                          |
|---------------------------------|--------------------------|---------------------------|--------------------------|
| (a) Call Forwarding/Diverting   | <input type="checkbox"/> | (b) Call waiting/ Holding | <input type="checkbox"/> |
| (c) Call Baring                 | <input type="checkbox"/> | (d) Clip                  | <input type="checkbox"/> |
| (e) Voice Message Service (VMS) | <input type="checkbox"/> | (f) Short Message Service | <input type="checkbox"/> |
| (g) T- Adda/ Conference calling | <input type="checkbox"/> | (h) SMS Adda              | <input type="checkbox"/> |
| (i) SMS E-mail                  | <input type="checkbox"/> | (j) International SMS     | <input type="checkbox"/> |
| (k) Ring tone download          | <input type="checkbox"/> | (l) Picture Message       | <input type="checkbox"/> |
| (m) Song dedication             | <input type="checkbox"/> | (n) Logo download         | <input type="checkbox"/> |
| (o) Others.                     | <input type="checkbox"/> |                           |                          |

13. Do you think that Banglalink™ should add new value added services?  
 (a) Yes  (b) No   
 If yes, please mention.

14. When you recharge your connection which one of the followings do you use?  
 (a) Top-up  (b) Scratch card

15. What is your satisfaction level about the account recharge of Banglalink™?

Highly satisfied	Satisfied	Reasonable	Dissatisfied	Highly dissatisfied
+2	+1	0	-1	-2

16. Do you face any problem while talking to other operators from Banglalink™?

(a) Yes  (b) No

If yes, what the possible cause may be?

- (i) 24 hours service is not available.
- (ii) Voice is not clear
- (iii) Noises
- (iv) Busy network
- (v) Network failure
- (vi) No network

17. Are you a regular or part-time user of Banglalink™?

(a) Regular  (b) Part-time

If part time user then why?

-----

18. Do you like to switch the other operator?

(a) Yes  (b) No

If yes, why?

-----

19. Do you assume the call rate of Banglalink™ is higher than other operators?

Very high	High	Reasonable	Low	Very low
+2	+1	0	-1	-2



20. Are you satisfied with the bill payment system (if you are a post paid customer)?

Highly satisfied	Satisfied	Reasonable	Dissatisfied	Highly dissatisfied
+2	+1	o	-1	-2

21. How will Banglalink™ be able to convert irregular users to regular users?  
Comment please.
- 

22. Do you believe that the price for per SMS of Banglalink™ is reasonable?

(a) Yes  (b) No

23. Do you assume the internet browsing charge of Banglalink™ is higher than other operators?

Very high	High	Reasonable	Low	Very low
+2	+1	o	-1	-2

24. Do you think the low call rate for the night to morning offer is helpful for the society?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
+2	+1	o	-1	-2

25. Have any impact of peak hour call rate and off peak hour call rate in marketing strategies and policies of Banglalink™ ?

(a) Yes  (b) No

If yes, what are these?

-----

26. Do you assume the ISD call charge of Banglalink™ is higher than other operators?

Very high	High	Reasonable	Low	Very low
+2	+1	o	-1	-2

27. Do you feel that Banglalink™ should offer some extra benefits to its old and loyal customers?

(a) Yes  (b) No

28. What is your opinion about the customer care service of Banglalink™?

Extremely good	Good	Neither good or bad	Bad	Extremely bad
+2	+1	0	-1	-2

29. Do you think that customer care points of Banglalink™ are available?

(a) Yes  (b) No

30. Are you satisfied with the customer service of Banglalink™?

Highly satisfied	Satisfied	Reasonable	Dissatisfied	Highly dissatisfied
+2	+1	0	-1	-2

31. Do you think Banglalink™ has any social contribution?

(a) Yes  (b) No

If yes, what are these?

-----  
32. Do you think the society is being harmed by the marketing activities of Banglalink™?

(a) Yes  (b) No

If yes then how?

33. Do you think Banglalink™ plays any role in education sector of Bangladesh?

(a) Yes  (b) No

If yes, what are these?

-----  
34. Do you think Banglalink™ plays any role in business sector of Bangladesh?

(a) Yes  (b) No

If yes, what are these?

-----



35. Do you think the political environment of our country influence the marketing activities of Banglalink™ ?

(a) Yes  (b) No

If yes then how?

-----

36. As a mobile phone user please mention some specific marketing problems and possible solutions for each problem.

-----

37. Name :

38. Present address :

39. Mobile Phone number :

40. Educational qualification:

41. Occupation :

42. Age :

43. Monthly income (Taka) :

(a) 00-5000	<input type="checkbox"/>
(b) 5001-10000	<input type="checkbox"/>
(c) 10001-15000	<input type="checkbox"/>
(d) 15001-20000	<input type="checkbox"/>
(e) 20001- above	<input type="checkbox"/>

44. Date :

**Thank for your kind co-operation.**

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