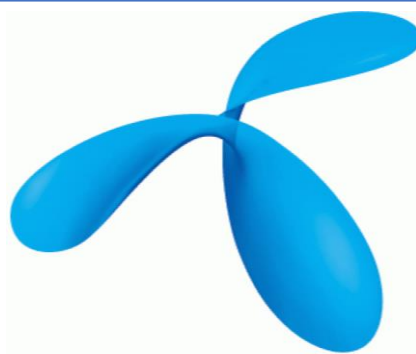




An Overview of Grameenphone Limited

Md.Yeasin Khan
ID: 111 171 231

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

“An Overview of Grameenphone Limited”

Submitted to:

Dr. Seyama Sultana

Associate Professor

School of Business & Economics (SoBE)

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School of Business and Economics

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Date of Submission

8th June, 2021

Letter of Transmittal

8th June, 2021

Dr. Seyama Sultana

Associate Professor

School of Business & Economics (SoBE)

United International University (UIU)

Subject: Submission of Internship Report

Dear Mam,

I am honored to submit my internship report on the subject title "**An Overview of Grameenphone Limited.**" As I have been preparing this report during this time I have given by utmost effort to follow the instruction so that it results in an effective output. The whole study is based overall performance of Grameenphone Limited at present situation. I am grateful for your guidance and suggestion that helped me to prepare this report. The whole journey was one of my most memorable and learning experience for me that have helped me in my personal development.

Therefore if there is any queries regarding any part of the report then I would be happy to clarify it.

Sincerely Yours,

Md.Yeasin Khan

Id: 111 171 231

School of Business and Economics

United International University

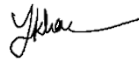
Declaration

This is certified that this internship report on the topic of “**An Overview of Grameenphone Limited**” has been prepared Md.Yeasin Khan, Id: 111 171 231, who is a student of School of Business and Economics, United International University.

Thus it is hereby declared that,

1. The report is Md.Yeasin Khan (Id: 111 171 231) authentic and original work during completing the degree at United International University.
2. It does not contain material published previously, excluding those part that have been appropriately cited through proper referencing.
3. The internship report does not include any material that has been submitted for other degree at any other university.

Student's Name & Signature:



Md.Yeasin Khan

ID: 111 171 231

Acknowledgment

First and foremost, I state my sincere gratitude to Almighty, who enables me to prepare this internship report successfully. Then I would like to convey my gratitude to every individual who have provided full cooperation to me by providing information that helped me prepare this internship report.

I am very much thankful to my respected supervisor Dr. Seyama Sultana, Associate Professor, School of Business & Economics (SoBE), United International University (UIU) because, without her guidelines I couldn't be able to complete my report successfully.

Then I would especially express my gratefulness to every individual working in an organization under their guidance, and I have learned so many things that will surely help in my future career. I want to say thank to my Zone Manager at Grameenphone Limited, S.M.Saifuddin. At last, I am very much thankful to my friends who assisted me while preparing this report that have added values to my report. Indeed, I have thoroughly enjoyed my overall internship experience that have created some memorable memories that I will cherish in my entire life.

Executive Summary

Grameenphone Limited is one of the leading telecommunication company in Bangladesh that serve largest number of customers. In 2020, Grameenphone Ltd. Earned revenues of BDT 139.6 billion, which is 2.8% annual de-growth. Along with its revenues, there is also an increase in the subscriber during the year, which have grown of 3.4% from the end of the previous year. Although there were unprecedented challenges amidst the COVID-19 pandemic, even after so much, we have achieved several milestones. During this time it has solved multiple regulatory issues. Thus they were successful in managing efficient operations and expanding it all over Bangladesh. Even during this uncertainty that remained due to COVID-19, they were very much committed in utilizing their organizational expertise in creating unique products and services and striving to meet the demand of their customers.

They are trying their level best to increase its network coverage as they were spending BDT 4.0 Billion (excluding license & lease) for it. Thus In this, I have given an overview of Grameenphone ltd were I have discussed how GP work as a platform in term is of their core objective, their values, and also their strategy that help them to go beyond with customer's needs. Moreover, I have done industry analysis on the overall telecom industry so that I can identify the current position of GP in recent times over its competitor. After doing a proper evaluation on the overall performance of Grameenphone limited it have been found that their first priority is their customer and according to their customer choice they change, update and modify the way of doing their business..

At last I have recommended some suggestion to Grameenphone Limited so that they can achieve service excellence as well as can develop their service quality.

Table of Content

Preparatory Part		
	Title page	
	Letter of Transmittal	II
	Declaration	III
	Acknowledgement	IV
	Executive Summary	V
	Table of Contents	VI-VII
	List of Tables	VIII
	List of Figure	VIII
Chapter 1: Introduction		
1.1	Background of the report	09
1.2	Objective of the report	09
1.3	Motivation of the report	10
1.4	Scope and Limitation of the report	10
1.3	Definition of Key Terms	11
Chapter 2:Company and Industry Overview		
2.1	Company Analysis	
	2.1.1Overview and History	11-13
	2.1.2 Trend and Growth	14-16
	2.1.3 Customer Mix	17
	2.1.4 Product/Service Mix	18-20
	2.1.5 Operation	21
	2.1.6 SWOT Analysis	22
2.2	Industry Analysis	
	2.2.1 Specification of the industry	23
	2.2.2 Size, Trend and Maturity of the industry	23-25
	2.2.3 External Economic Factors	25-26
	2.2.4 Technological Factors	27
	2.2.5 Barriers to Entry	28

	2.2.6 Supplier Power	28
	2.2.7 Buyer Power	29
	2.2.8 Threat of Substitutes	29
	2.2.9 Industry Rivalry	30-31
	Chapter 3: Internship Experience	
3.1	Position, Duties and Responsibilities	32-33
3.2	Training	34
3.3	Contribution to departmental operation	35
3.4	Evaluation	36
3.5	Skills Applied	36
3.6	New Skills Developed	37
3.7	Application of academic knowledge	37
	Chapter 4: Conclusion and Key Facts	
4.1	Recommendation for improving department operation	38
4.2	Key Understanding	39
4.3	Conclusion	40
	Reference	41-42

List of Figures

No	Particular	Page No
2.1	Revenue	14
2.2	Net Profit after tax (in mn)	14
2.3	Total Asset & Total Liabilities	15
2.4	Operating Profit Margin	15
2.5	Return on Equity	16
2.6	Return on Asset	16
2.7	SUBSCRIBERS(mn)	17
2.8	Product Mix	18
2.9	Users (%)	24

2.10	Trends of the industry	25
2.11	External Economic Factors	25
2.12	Technological factors	27
2.13	Tackling barriers to entry	28
2.14	Tackling supplier power	28
2.15	Tackling buyer power	29
2.16	Tackling threat of substitutes	29
2.17	Industry Rivalry	30
2.18	Market Shares (%)	31
2.19	Megahertz(MHz)	31
2.20	Tackling industry rivalry	31
3.1	Contribution to department functions	35

List of Tables

No	Particular	Page No
1.1	Key Terms	11
2.1	History	12-13
2.2	SWOT Analysis	22
2.3	Size, Trends and maturity of the industry	23

Chapter 1: Introduction

1.1 Background of the report

This reports outcome of 6 months of activity and work experiences that I have gained from 3 credit internship program in order to become a graduate from United International University. Thus I have completed my internship program in a leading company "Grameenphone Limited." Through this report, I have clarified my task and responsibilities that helped me to enhance my skills as well as have some insights about the working environment of a leading company. According to the market position, Grameenphone Limited has various type of consumer. Grameenphone Ltd. has initiated to introduce different unique products through which consumer would be further happy with the service quality and assurance. To gain consumer satisfaction, first, they tried to identify what customers need, what are they desire for the service. Compare to the alternative medium company in the Asian country, Grameenphone prioritize the consumer need so that they can meet the best quality of services.

1.2 Objective of this report

The objective of the report are often classified into two alternative ways which could be identifying easily.

i) **Broad Objective:** The broad objective of the report is to analyze the overall scenario of Grameenphone Limited at present times.

ii) **Specific Objective:** The specific objectives are the followings:

- ❖ To identify the current trend and growth of Grameenphone Limited.
- ❖ To determine their present customer of Grameenphone Limited.
- ❖ To identify the product or service, Grameenphone Limited is providing.
- ❖ To evaluate their strength, weaknesses, opportunities, and threats through SWOT analysis.
- ❖ To analyze their positive in comparison to their competitors through Industry analysis.

1.3 Motivation of this report

The motivation of this report is that I could actually implement my academic learning in my practical life as there was a man time I had to visit a different market where I had to deal with individuals of different cultures and thought processes. I had to visit different areas where I talked with many people about Grameenphone Limited new initiatives and products.

1.4 Scope & Limitations of the report

This study provides an outline of Grameenphone Ltd. as a whole, its structure, strategies, and completely different useful departments. This report has been prepared by the thorough discussion with employees working in Grameenphone limited. Moreover, the scope of this report additionally includes different analyses conducted specifically on the industry, which have allowed me to use the knowledge that I have earned by analyzing the market. This report has helped me to analyze the data in the most efficient way as well as create meaning out of them.

As every work has some limitations. Thus the foremost limitation behind preparing the report are the followings:

- ❖ There are some data that could not be collected for security issue of the company.
- ❖ Lack of experience.
- ❖ It does not portrays the overall financial condition of Grameenphone Limited.

1.5 Definition of Key Terms

Table 1.1: Key Terms

Keywords	Definition
Telecommunication	It is process through which information are transmitted by different technologies.
Unprecedented	It is something that has never been done or known before.
Strategies	General planning to obtain single or multiple long-term goals.
Industry	Multiple number of companies that do primary level of business activities and compete among themselves.
Growth	It is the act or process of growing or gradual increase in development.
Trend	It is a direction in which something is developing toward a specific thing.

Chapter 2: Company and Industry Preview

2.1 Company Analysis

2.1.1 Overview and History

Overview

From the beginning of its operations on March 26, 1997, up to now, Grameenphone Limited has crossed a long journey and still managed to retain a competitive position in the market. Although the environment has become more intensified, but they still have managed 81% growth in the market. Grameenphone Limited is a joint initiative or venture between Telenor and Grameen Telecom. They are the pioneer in bringing the modern telecommunication technology and introducing unique products and services in the telecom industry. Their main motive is to achieve the following things:

- ❖ Confining a passion for their customer.
- ❖ Emphasis new idea ideas and unique initiative.
- ❖ Encouraging teamwork among the employees.
- ❖ Building strong and cordial business partnership.
- ❖ Following equal opportunity employers

- ❖ Ensuring friendly working environment with attractive benefits.

As industry is becoming competitive due to the entry international thus they introduced diversified services through which they continue to excel among their competitors.

History

Table 2.1: History

Year	Journey
1996	GP offered a cellular license in Bangladesh.
1997	In Independence day, Grameenphone Limited had launched its service in Bangladesh.
1998	Grameenphone Limited started its services in different areas of Chittagong and then gradually in other districts.
1999	They started their service in Khulna.
2000	Grameenphone Limited brought all 6 division main branch under the coverage of its network.
2001	They had started WAP service.
2002	Grameenphone Limited was awarded "Best Joint Venture Enterprise".
2003	They gained one million subscribers.
2005	Grameenphone Limited gained more than 5 million subscribers.
2006	They come up with a new logo.
2007	In 2007, they announce 15 million subscribers.
2008	Introduced BlackBerry Service successfully reached the milestone of 20 million subscribers.
2009	They come up with GP Internet Modem and launched GP Handset.
2010	They come up with E-ticketing and for the 1 st time annual general meeting of GP were held.
2011	Introduced e-care service and future network.
2012	Communication solution to 40 Million Subscribers.
2013	Launched 3G.
2014	50 million subscribers.

2015	Launched Easy Net.
2016	Online Shop and Health line (787) tonic.
2017	Celebrated 20 years of operation, and there was a digital product delivery platform.
2018	4G network in Bangladesh and reached 70 million landmarks. Other than this new number series was introduced.
2019	4G with 10,000 +BTS.
2020	Reached the 14,000 4G sites milestones.

2.1.2 Trend and Growth

Through graphical representation I have tried to show in what direction the company trend and growth is moving which are in followings:

Interpretation: It can be seen that after 2016 the revenue has increased, which indicates that their sales have increased, but in 2020 the revenues declined. That can indicate that somewhat their sales have been affected by either macroeconomic factor like COVID-19 or some other reason.

Figure 2.1: Revenue

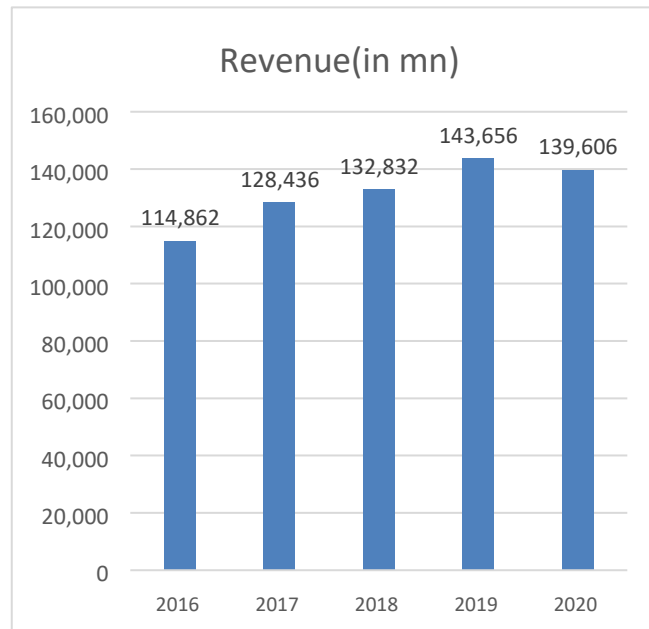
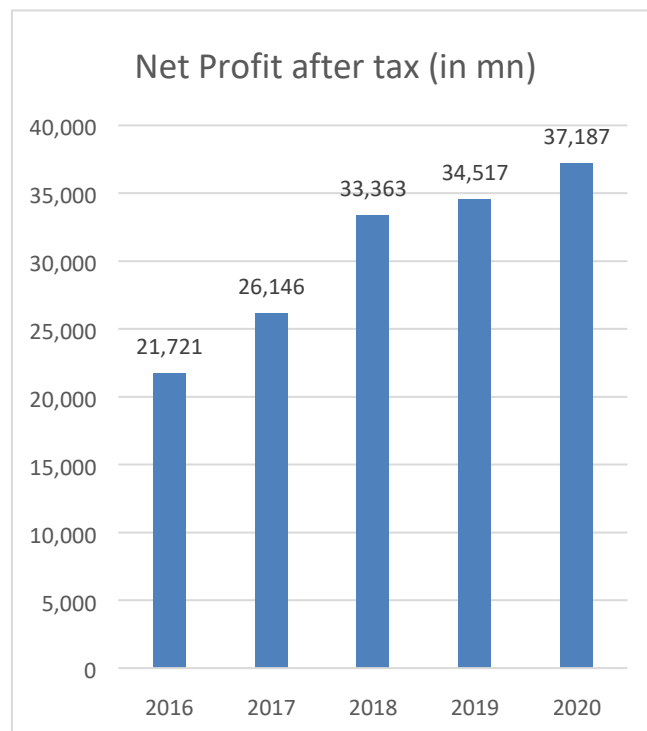


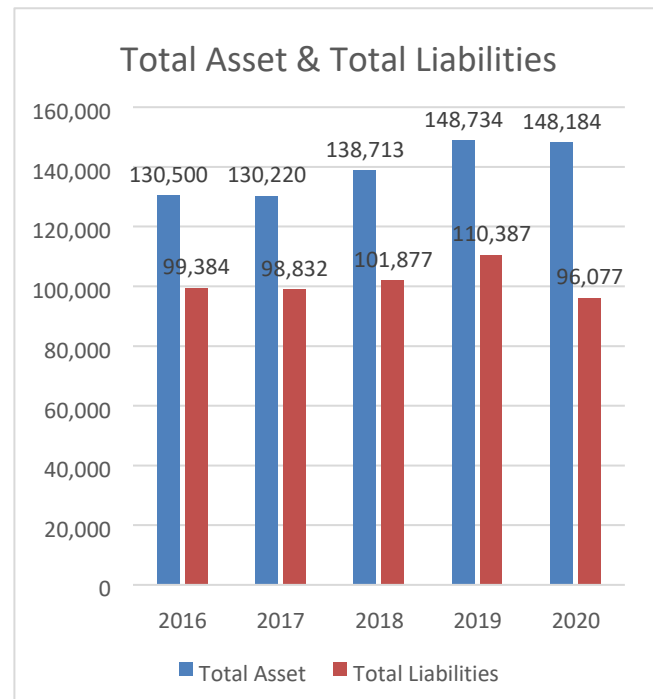
Figure 2.2: Net Profit after tax (in mn)

Interpretation: It was highest in 2020, which means even after paying tax, it managed to have Profit that can be distributed to the shareholder or retain within the Company. Thus it performed very well through its core operations even after repaying its tax obligation.



Interpretation: In 2019, GP has the highest total asset and total liabilities, but if I compare between the total asset and total liabilities, then in comparison to total asset, total liabilities are lower thus it indicates that it is less leverage as a company for which even if they want to avail loan from the bank they could easily do it.

Figure 2.3: Total Asset & Total Liabilities



Interpretation: Operating profit margin is a good indicator of how well a company is being managed. Although from 2016 to 2019, the operating profit margin has increased, which means the company is able to make some excess cash or profit from its business to pay off its variable and fixed costs. But in 2020, its decline; thus, GP needs to buck up its operating efficiency so that they can have a high amount of money as leftover after the operating expenses have been paid to cover the non-operating expenses.

Figure 2.4: Operating Profit Margin

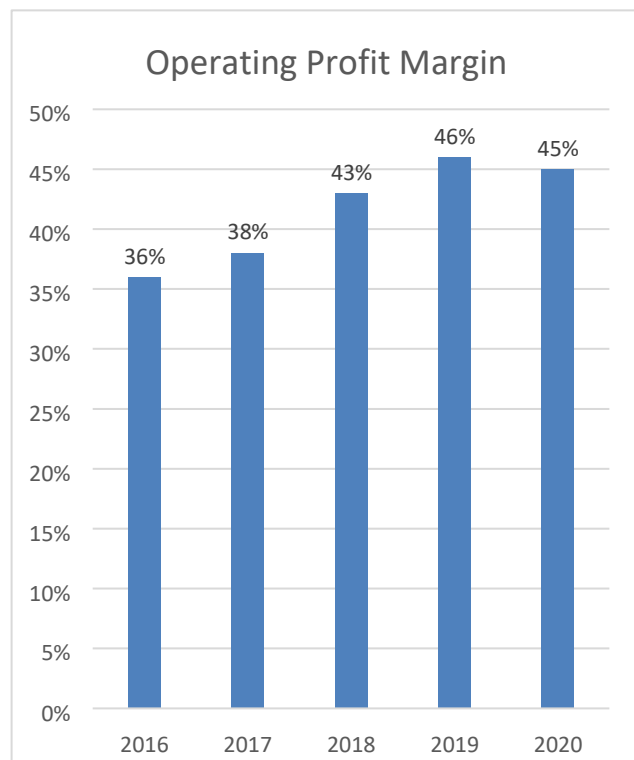
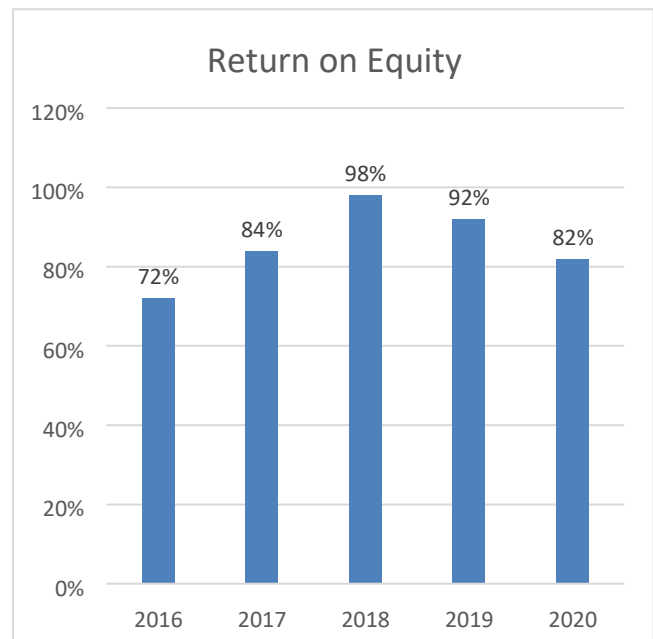
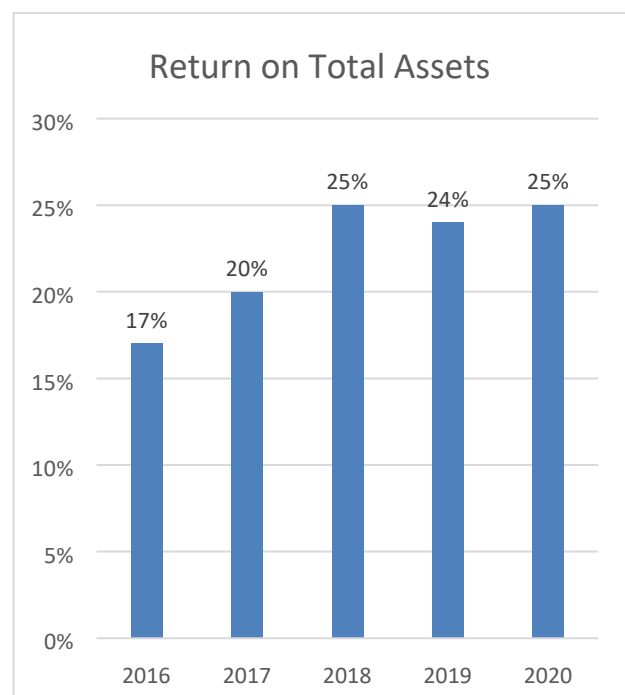


Figure 2.5: Return on Equity



Interpretation: In 2018, the return on equity of Grameenphone Limited was highest, and in 2016 it was the lowest, but after 2018 it started to decline. So GP needs to give more emphasis on maximizing their shareholder wealth so that they can give more return to them in the form of a dividend.

Figure 2.6: Return on Total Assets

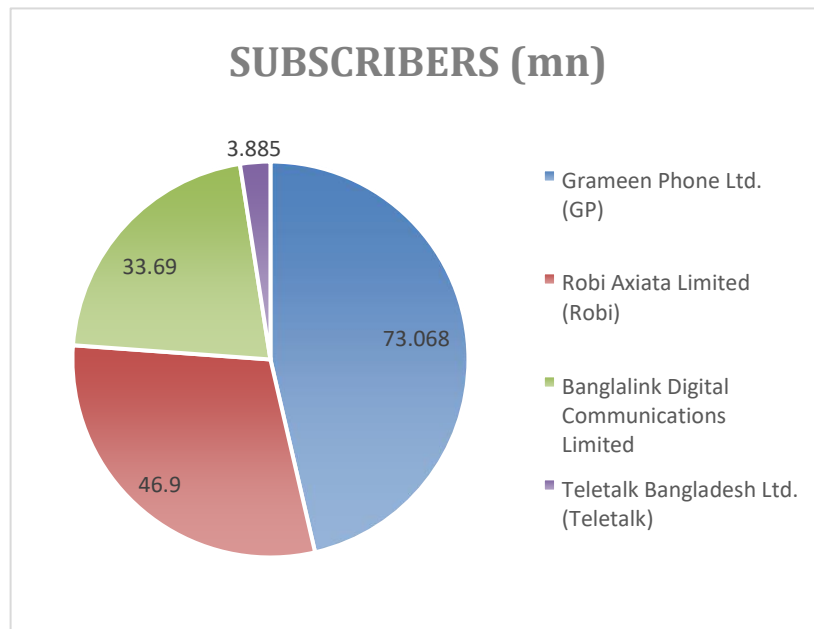


Interpretation: In 2018 and 2020, the return on assets of Grameenphone Limited was the highest. In 2016, it was the lowest. After 2016 it started to incline. So GP needs to give more emphasis on maximizing their asset so that they can give utilize them at their best.

2.1.3 Customer mix

Grameenphone Limited accounts 73.068 of total subscribers, which is the highest among its competitor.

Figure 2.7: SUBSCRIBERS (mn)



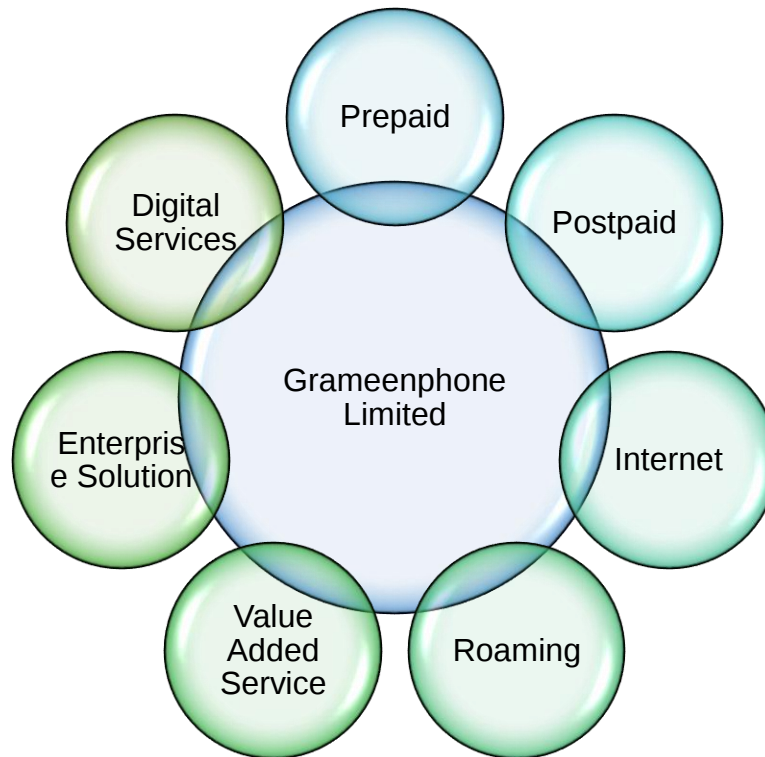
Their customer mix consists of individuals that are from different cultures, backgrounds, and thought process. Most of them are the followings:

- ❖ Employees
- ❖ Households
- ❖ Government Bodies
- ❖ Young People
- ❖ Village People
- ❖ Entrepreneur

2.1.4 Product mix

Grameenphone Limited is offering different product and service to their present and potential customer so that they can retain their competitive position in the market. This are shown below through graphical representation:

Figure 2.8: Product Mix



Under each criteria consist of multiple service or product that are mostly used or popularly among the consumer which have been mentioned in the followings:



Value Added Service

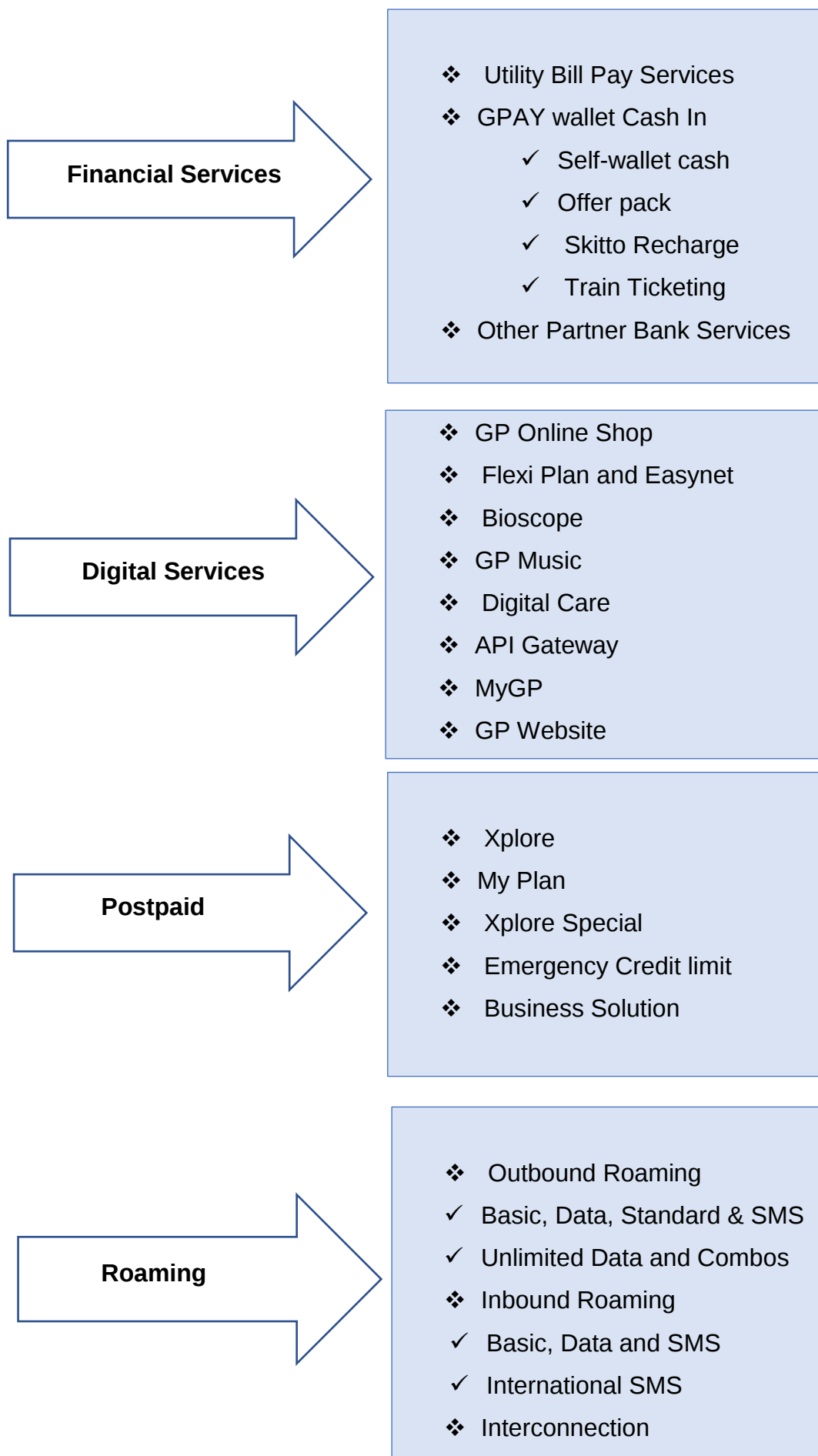
- ❖ Pay for Me and Miss Call Alert
- ❖ Voice Mail and SMS
- ❖ Sports, News and Job Alert
- ❖ Games
- ❖ Audio-Video Content
- ❖ Call Center and etc.
- ❖ Different service related to health, education etc.

Business Solutions & IOT

- ❖ Corporate Bulk SMS
- ❖ OTT Platform
- ❖ Audio Conferencing Service
- ❖ Voice Message Broadcast
- ❖ Tracking Services
- ❖ M-Reporting
- ❖ Smart Connect
- ❖ Cloud Store
- ❖ Cyber Security
- ❖ M-Centrex
- ❖ Microsoft Office 365

Prepaid

- ❖ Nishchinto
- ❖ Bondhu
- ❖ djuice
- ❖ Smile
- ❖ Village Phone
- ❖ BPO
- ❖ Business Solutions
- ❖ Emergency Balance
- ❖ Voice Scratch Card and so on.



2.1.5 Operations

Grameenphone continuously strives to minimize the environmental impact in its operations. Thus they started to focus on some areas:

- ❖ Eliminating in carbon discharge through its operation.
- ❖ Educating employees of different environment issue.
- ❖ Implementing green practices within general activities.
- ❖ Increasing the knowledge of customers about the green services.

They maintain a policy known as environment management system that gives the standard for evaluating or implementing their objectives in terms of environment sustainability. They aim to make the planet more livable for the generations to come by optimizing energy consumption and increasing the use of renewable energy. Grameenphone has set a target to reduce 50% carbon emissions (CO₂) by 2030, taking 2019 as the baseline.

They are continuously deploying and implementing advance environment sustainable solutions so that an efficient, effective and environmental friendly network can be created. In the year 2020, Grameenphone took some initiatives:

- ❖ They have successfully converted 63 generators+ solar sites to commercial power+ solar hybrid sites for which there are excess savings of fuel which is around 96 tons of carbon dioxide reduction per year.
- ❖ Deployment of Li-ion Battery.
- ❖ As of December 31, 2020, there are more than 85 tons of e-waste which have been recycled through their recycling partner so that it does not cause any pollution in the environment.
- ❖ In 2020 it was found that Grameenphone has recycled more than 34,160 old batteries.

2.1.6 SWOT Analysis

Table 2.2: SWOT Analysis

Strength	Weakness
❖ Market leadership ❖ International Roaming Service ❖ Strong distribution channels ❖ Versatile management team ❖ Access 24 hours customer services ❖ Vast network coverage ❖ Strong Brand Name ❖ Skilled Employees & personnel	❖ High call-rate ❖ Complex pricing structure ❖ Unnecessary notification
Opportunities	Threat
❖ For maintaining social distances, high demand for telecom service ❖ Ongoing and Continuous growth opportunities ❖ New international opportunities to expand more ❖ Reduction of physical barriers due to globalization	❖ Fierce Competition ❖ Change in preference ❖ Switching behavior ❖ Government Regulations

2.2 Industry Analysis

2.2.1 Specification of the industry

In the telecoms sector in Bangladesh has seen growth at a very fast speed that actually has exceeded all expectations as Bangladesh Government is committed to creating a "Digital Bangladesh" that has also create more opportunities for the sector. The Telecoms sector has a lot of significance in Bangladesh's capital markets development. As due to COVID-19 most of the individual has to maintain social distances for which this industry is turning to fastest-growing industries among all other industries in the world as individual need a single medium for communicate among themselves thus this industry has become a blessing for everyone in this situation. Additionally, the growing rate of the population with their strive for a high standard of living has increased, which results in growing this telecom industry at a high pace. In this industry, Grameenphone Limited with all its effort have positioned themselves as market leader in the telecommunication business of Bangladesh. They had the highest subscriptions is highest in 2020, which shows how much credibility they have created among the customer through their product and services.

2.2.2 Size, trend and maturity of the industry

Now and then there is a change in the telecommunication industry of Bangladesh as it's very competitive. At present, there are four mobile that is in the competition, which is the followings:

Table 2.3: Size, Trends, and maturity of the industry

OPERATOR	SUBSCRIBER (mn)
Grameenphone Limited	73.06
Robi Axiata Limited	46.9
Banglalink	33.69
Teletalk Bangladesh Limited	3.88
Total	157.544

Although there numerous service offerings of the telecom industry but among them most important are call services and internet services. There are number of unique subscribers that is growing but unfortunately the growing speed of voice call service is lower whereas the internet service subscriber are growing at higher speed that indicate a large potential for growth. Few major driver for the growth of this industry are the followings:

- ❖ Low-Cost Smartphones
- ❖ Growing Interest of Youth Populations toward Technology
- ❖ Development of Internet-Dependent Services

Figure 2.9: Users (%)

There is a report where it has been shown that only 54.5% of mobile users use internet services on their phones as of 2017 due to its affordability. There is also a report were it have been shown that 74.2% of mobile data users use 3G internet and 13.7% use the newer 4G; thus rest are still on 2G services.

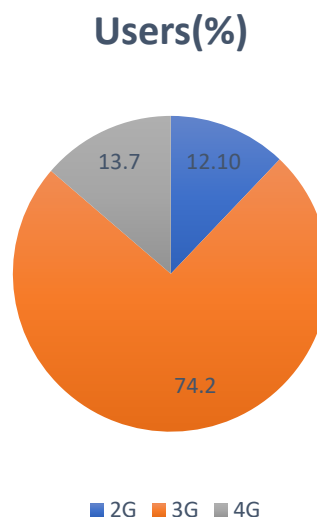
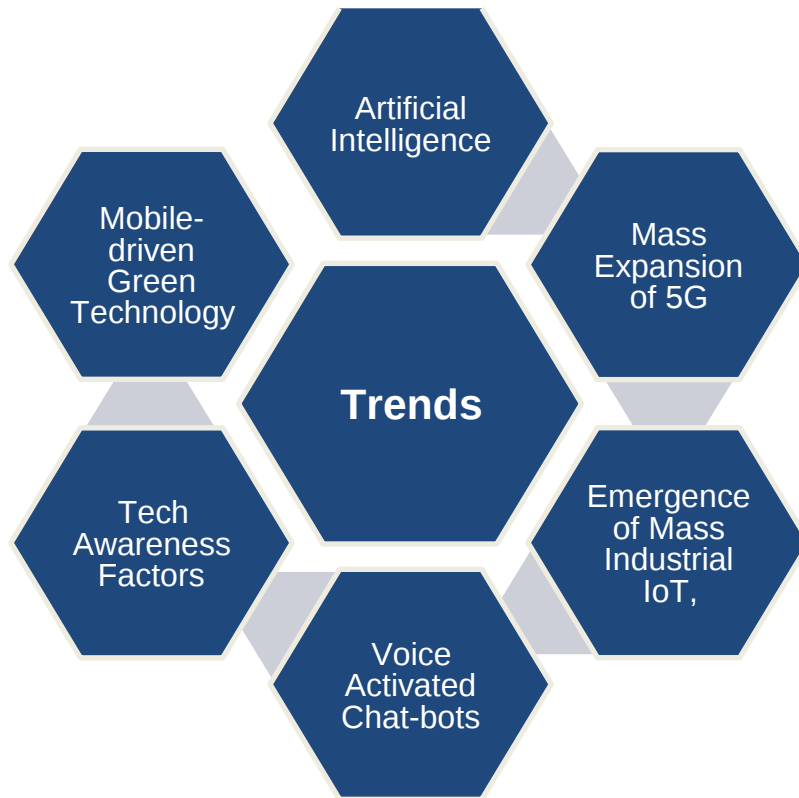


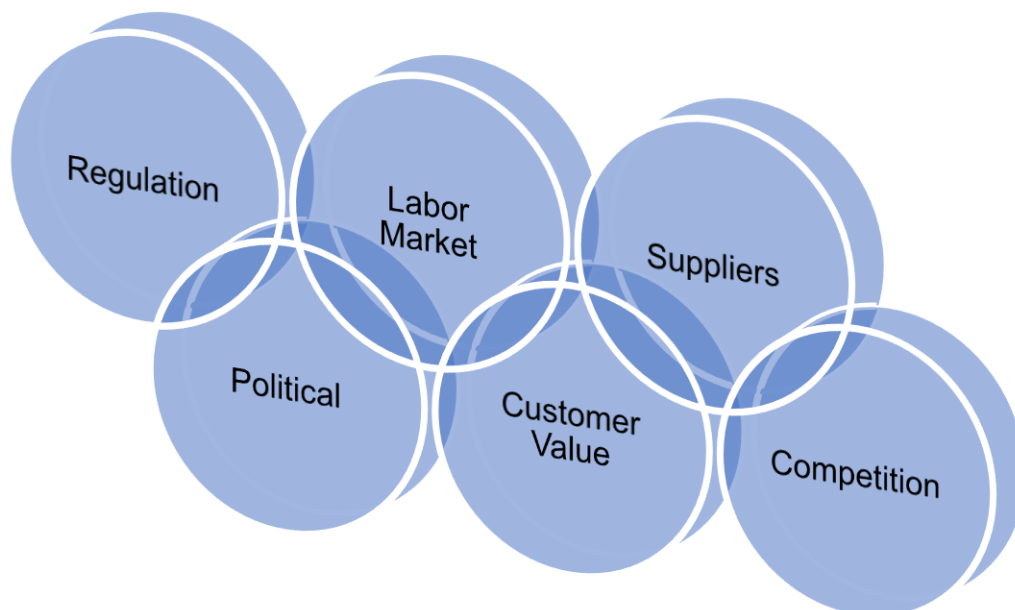
Figure 2.10: Trends of the industry



2.2.3 External Economic Factors

External economic factors that affect the telecommunication industries are the followings:

Figure 2.11: External Economic Factors



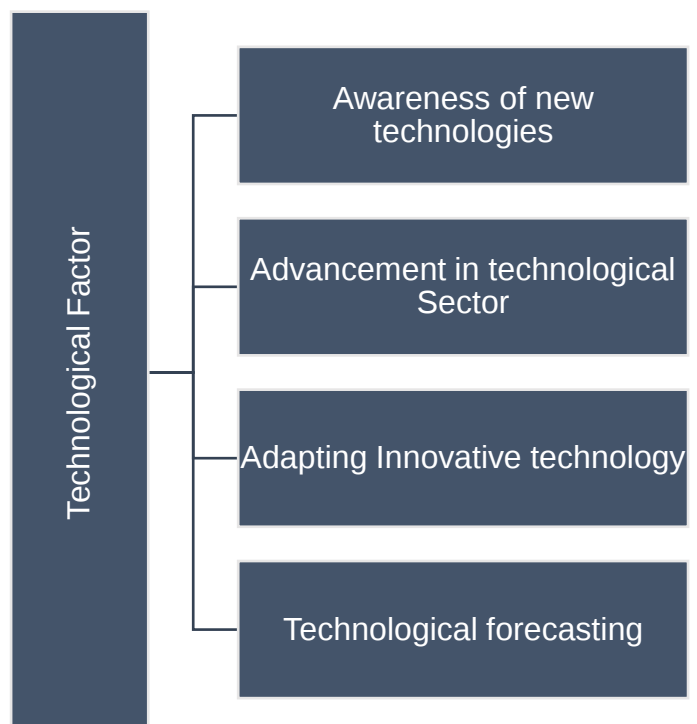
- a) **Customer Value:** Customer value can be determined through three criteria which are quality, price and speed. Thus when Grameenphone Limited think in terms of customer perspective of their product they it actually broaden the quality of product and service by including efficiency and effectiveness.
- b) **Regulation:** Regulation is considered as legal restriction or that is implied by government authority for the wellbeing of the country and the company need to follow it at any cost. But due to this reason the company might product produces an outcome that they might not otherwise occur.
- c) **Labor Market:** The individual that company hire so that they can represent their interest .Unfortunately if there is lack in skilled employees in Grameenphone Limited then it can create negative customer experience then it can lead to customer dissatisfaction.
- d) **Suppliers:** Through suppliers, a company can procure parts of product or whole product or service for sale. The bargaining power of supplier of any company become high when they have very few supplier for their product or if the product that are going to supplied don't have much substitution or its very unique.
- e) **Competition:** Competitor are those individual companies that provides similar product and services and thus they compete with each other in attracting more and more potential customer. They contribute to the overall industry by providing better service and quality at competitive price.
- f) **Political:** Prevailing political climate can influence the profit of companies that is running within or outside the national boundaries of a country thus they have major impact on the corporate spending through implementing different laws like antitrust or faire trade etc.

2.2.4 Technological factors

Some of the factors that can major impact on the competitive advantage or position of a company in telecommunication industries are the followings:

Figure 2.12: Technological Factors

- ❖ Awareness of new technologies can reduce the chances of becoming outdated as well as encourage innovation.
- ❖ Advance in technological sector can transform the business plan of company in different ways like it can increase the demand of product among public, lessen costs than its rivals, introduce new product and give birth to different opportunities.
- ❖ Adapting Innovative technology can assist different opportunity for the introduction, modification or elimination of new and existing products.
- ❖ Technological forecasting is one of the methods that can be utilize by companies to improve and measure the overall profit of an industry. Thus it helps the authorities to predict future technological capabilities and their impacts.



2.2.5 Barriers to entry

As Grameenphone already has the highest number of subscriber thus they have already achieved economies of scale so it will be difficult for other to pull customer from them. Within a very short life span their popularity have increased to another extent through their effective promotions, but they have to spend a lot on a lot for press releases, TV Ads etc. , for which Grameenphone Limited has become a familiar name among the customer in telecom industry. High switching cost is a barrier for the potential entrants in this industry.

Figure 2.13: Tackling Barriers to Entry

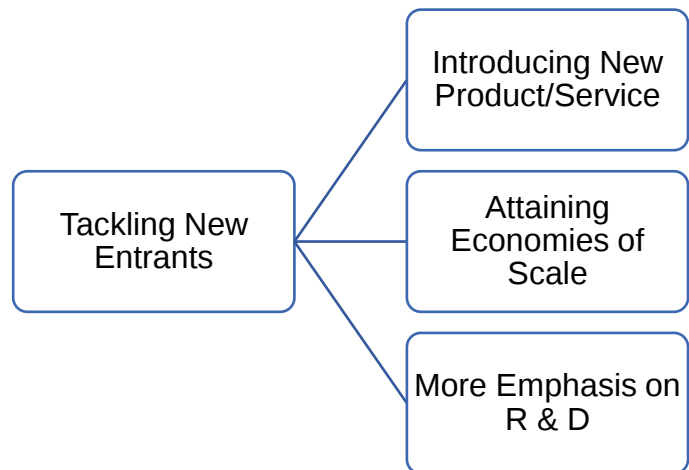


Figure 2.14: Tackling Supplier Power

2.2.6 Supplier Power

Although Grameenphone has been successfully maintained good relationship with their suppliers and they are on their ways in increasing the number of it thus the bargaining power of respective supplier are low. Not only this there are lot of suppliers in the telecom industry of their product thus can they change to other suitable suppliers as per their requirements.

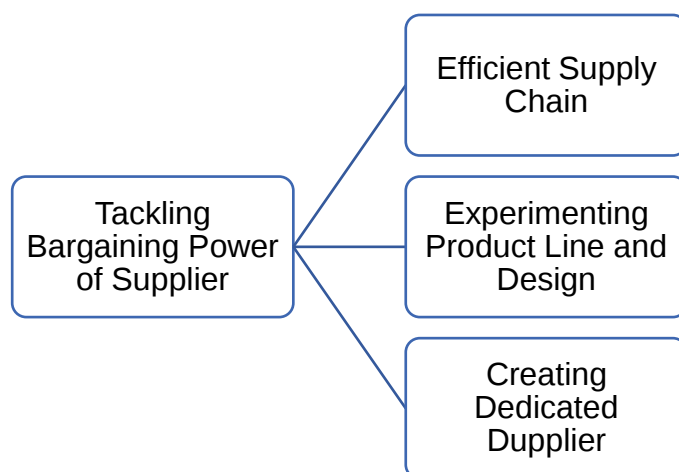


Figure 2.15: Tackling Buyer Power

2.2.7 Buyer Power

The buyer's power is the capacity to reduce price and improve quality. In this era if they are not content with their expected product quality or service then they surely have different platform where they can provide their negative feedback of its impact which can cause degradation in the goodwill of the company. In the market the customer do have alternative choice where they might get the same product or service at similar rate thus buyer power is high.

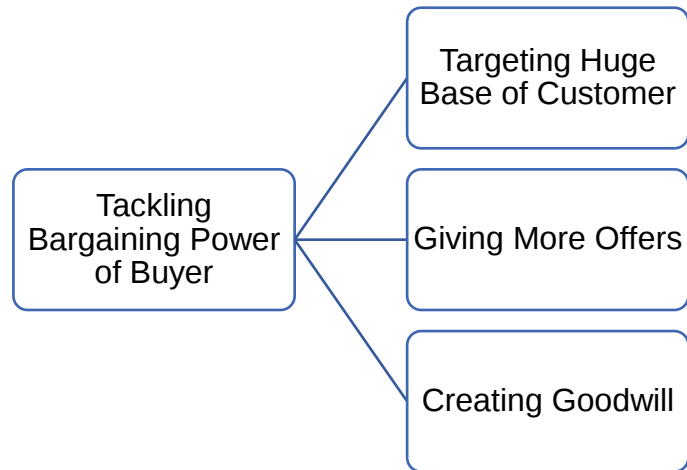
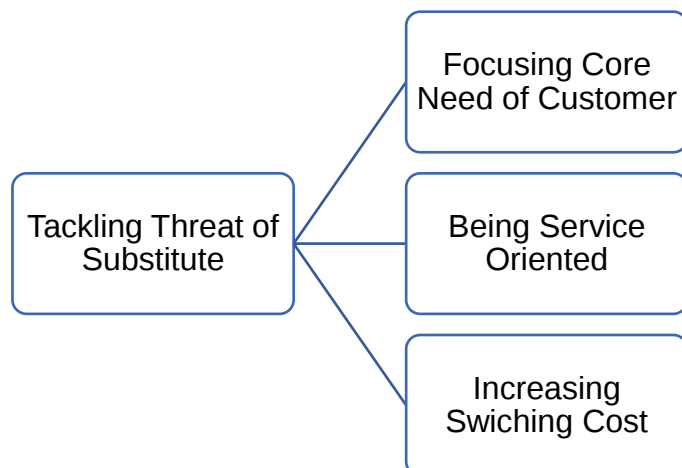


Figure 2.16: Tackling Threat of Substitutes

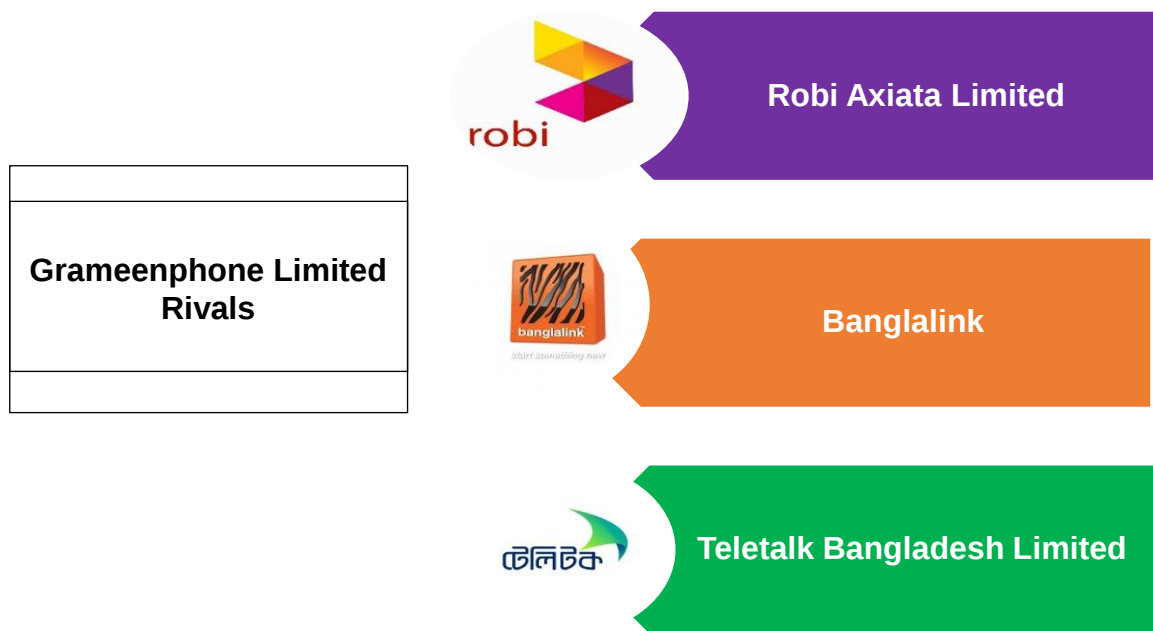
2.2.8 Threat of Substitutes

It happens when other products are also available for the customer in the market from another company. Day by day, substitute products are growing in number indicates which means there are high possibility the customer can choose the product of its competitor very easily. On the other hand, some services cannot be substitutable; thus for Grameenphone Limited is moderately low.



2.2.9 Industry rivalry

Figure 2.17: Industry Rivalry



Industry rivalry occurs when the same industry sells the same type of products or service for which there is price competition, advertising battles, and product differentiation issues. Currently, there are few competitive companies in this industry.

Figure 2.18: Market Share (%)

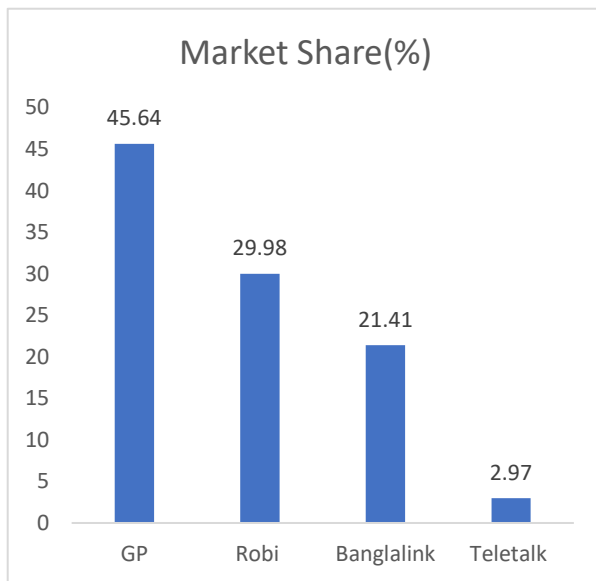


Figure 2.19: Megahertz (MHz)

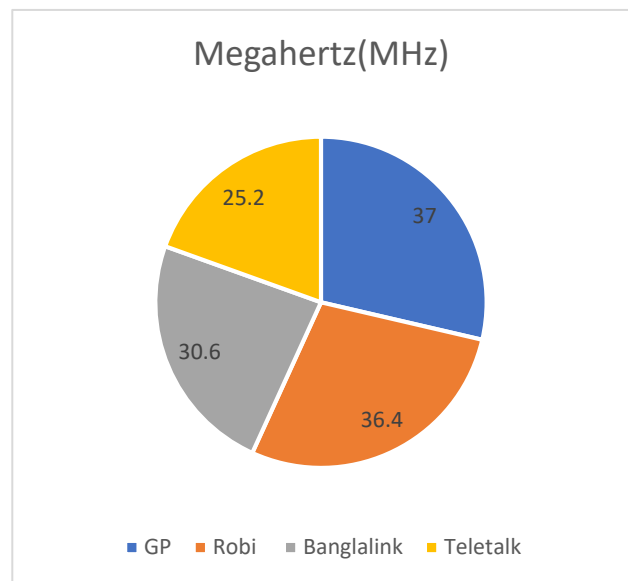
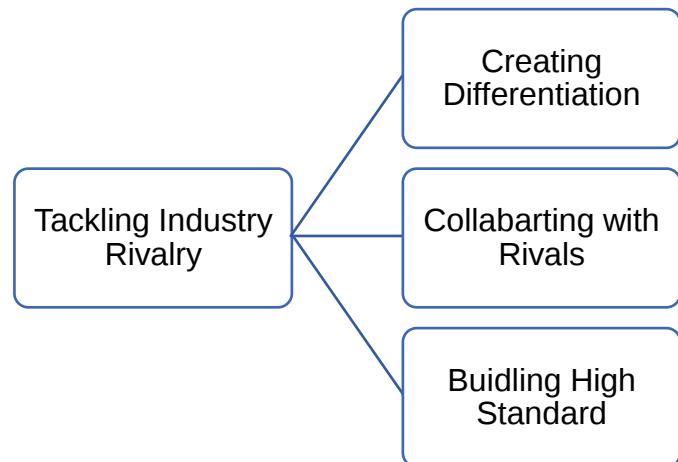


Figure 2.20: Tackling Industry Rivalry

Among them huge percentage of share belonged to GP thus they can be positioned as market leader. Although Grameenphone Limited rivals are low in number, but they are very much similar in nature as well as the industry is highly competitive. Thus rivalry is high.



Chapter 3: Internship Experience



3.1 Position, duties, and responsibilities

Grameenphone (GP), a subsidiary of Norway's Telenor Group, became the "Business Process Outsourcing Partner" with A H Khan & Co. In 2019, the chief executive officer (CEO) of Grameenphone and chairman, AH Khan & Co had inaugurated this new project.



One of the leading logistic companies in Bangladesh is A.H.Khan & Co that have provided unique and standard supply chain solution which is backed by secured transportation, strong infrastructure and advanced technology. Thus, Grameenphone will be using A H Khan & Co sales team for its SME department. Thus during my internship period, I have worked in this sales team where our main target was to fulfill the target of the SME department of Grameenphone.

Position:

Junior Business Development Executive –SME Department

Duties:

- ❖ Calling different individuals for sale purposes to generate sales and fulfill the target of SME.
- ❖ Developing a long-term and cordial relationship with clients so that customer satisfaction can be achieved.
- ❖ Visiting SME clients so that proper information relating to their requirements can be collected and thus give those documents in the form of a report every day to my Key Account Manager.

Responsibility:

- ❖ Serving corporate (SME) accounts of Grameenphone Ltd.
- ❖ Ensuring there is an increase in B2B sales of Grameenphone Business and proper ICT Solution is available.
- ❖ Achieving targeted KPI
- ❖ Leading a group and executing corporate sales in the specific targeted area.
- ❖ Building and maintaining relationships with SME clients.
- ❖ Data Collection about potential SME clients & competitors.
- ❖ Providing consultative client service.

3.2 Training

Fortunately, I got on-the-job training when I was doing my internship. In every month A.H.Khan along with Grameenphone Ltd conduct different type of training and development program for us. Because of the Covid-19 situation, all these training programs are conducting on an online platform. In this training program, they focus on different criteria, which are the followings:

- ❖ Sales: These criteria consist of sales attributes, 3V's of Communication, Stage of Sales, and Sales Pipeline.
- ❖ Key Deliverables and Ideal Day of BDE
- ❖ Logistics Support
- ❖ Customer Onboard Process
- ❖ Grooming
- ❖ Etiquette & Attitude
- ❖ Presentation Skills

3.3 Contribution to departmental functions

My contribution to the company is shown below:

Figure 3.1: Contribution to department functions



3.4 Evaluation

From the Company, they mainly evaluated the performance by keeping a record of the updated training-related database provided to the employees. Not only has this, but they also kept communicated with trainers/instructors so that they can collect feedback about the employees. As the employees had to fulfill weekly or monthly target set by the department thus if the employees could successfully achieve its target, then his achievement is also recorded in a document.

If I talk about personal evaluation, then through this whole journey, I have got so many practical experiences. I have learned different concepts related to customers and its preference, how to make sales, and so many on which would surely help me in my future career.

3.5 Skills Applied

The skills that have been applied in preparing the report are the followings:

- ❖ Academic Knowledge(based on the basic concept of marketing)
- ❖ Product/Service Knowledge
- ❖ Time Management
- ❖ Negotiation
- ❖ Active listening
- ❖ Effective Communication
- ❖ Goal-Oriented
- ❖ Adaptable

3.6 New Skills Developed

There are also some new skills that I have developed during my internship time span are given below-

- ❖ Building cordial relations customers
- ❖ Effectively management of time
- ❖ Convincing skills
- ❖ Recognizing and understanding the need, wants, and demands of buyers or customers
- ❖ Networking Ability
- ❖ Being patient even when everything not in favor of me
- ❖ Sense of Commitment
- ❖ Communication Skills

3.7 Application of academic knowledge

Although I felt that what I have learned during my academic period, it's quite different in the job field but still some of the skills that I gained during my graduation time is presentation skill that helped me a lot I convincing as well as conveying my thought or idea to my clients for which it was easy to make sales. Other than this, some of the basic concepts of marketing also helped me to have a better understanding in solving some critical situation that has arisen during initiation of sale to the client. Thus in this way, I have applied the academic knowledge in the most efficient way.

Chapter 4: Conclusion and Key Facts

4.1 Recommendations for improving departmental operations

- ❖ Grameenphone Limited need to promote the cooperation of different department to work together in a more effective way so any kind of problem can be solved in a most effective way.
- ❖ Monitoring of the performance of individual stakeholders is required weekly or monthly so that correct action can be taken if the performance are not that good.
- ❖ They need to give more emphasis on the software problems that might be faced in the near future.
- ❖ GP should appoint more experienced technical supporters as backup expertise and provide them with efficient training so that solution regarding the system problem can be found quickly.
- ❖ Grameenphone Limited control and evaluate the weekly, monthly and yearly performance as well as try to increase the efficiency of their network by lessening technical hindrance.
- ❖ Lastly, effective internal communication needs to be ensured among each department.

4.2 Key understanding

Some of the key understanding from the overall reports are the followings:

- ❖ There is a high competitiveness in the telecom industry that can act as major barriers to the growth of Grameenphone Limited. Earlier GP had only one competitor that is city cell but different telecom operator came to industry started to do business for which they started to compete against each other. Thus high competition exist in the industry were some of them have merged with other to survive in this competitive industry.
- ❖ Unfortunately, country like Bangladesh don't have strong economic condition thus major percentage of the people live under the poverty and very much unknown to the facility of this telecom companies thus Grameenphone Limited had to adjust to this economic background in a different situation and have to sacrifice more to operate their business.
- ❖ If the previous record is seen, then one thing becomes clear, and that is based on political stability Bangladesh is not much developed. Due to instability, this sector is quite insecure. Thus Grameenphone Limited has some political risk attached to it that might cause some losses in the near future.
- ❖ Bangladesh being poverty stricken country is not much development in different sector thus the companies like Grameenphone Limited, Banglalink, Teletalk etc. those who are doing business in the telecom field may not be able to make much profit in comparison to its cost, but still, they have to pay high corporate tax.
- ❖ There is another tax that is SIM tax which is paid by the subscriber for which it has indirectly affected growing number of subscriber for which it has reduced from its previous year.

4.3 Conclusion

Although GP or Grameenphone Limited might have leading in telecom industry of Bangladesh, but still, they do have some weakness which is required to be overcome otherwise, their competitor might take over their position as the market is highly competitive. Other than this, it is more difficult to retain the leading position than acquiring it as the competitor are coming up with new offers as well as innovative services or products from its customers. Thus GP needs to buck up their strategies and identify if there is even the slightest dissatisfaction in customer mind then according they need to change their strategies to address the issues. If they don't take account or consider their customer dissatisfaction then their rivals might enter the industry anytime with similar product or service. Thus for them it might be difficult for them to retain their position in the near future. At present Grameenphone Limited holds a monopoly position in telecom industry. In order to retain its position, GP needs to develop different business or global level strategies to solve any problem related to the service or operation process.

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