

# Internship Report

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*On*

## *Marketing Strategies of Grameenphone Ltd. Bangladesh*

### **Prepared By**

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**October 24, 2016**

# Letter of Transmittal

October, 2016

Shahnaz Parvin  
Assistant Professor  
Department of Finance & Banking  
Hajee Mohammad Danesh Science & Technology University  
Dinajpur, Bangladesh

Subject: Submission of Internship Report.

Dear Sir,

Attached please find the internship report entitled 'Marketing Strategies of Grameenphone Ltd'

I have done my internship in Grameenphone Limited during forty five days attachment period. I did the internship study as a part of my job. The report focuses on the (Marketing) strategies of Grameenphone Limited.

This report has been submitted in partial fulfillment of the requirements for the degree of MBA (Evening), Major in Marketing.

I hope the report meets your expectation. I will be glad to answer any queries regarding the study and report.

Thanking You  
Sincerely,

Md. Lutfor Rahman  
ID:E140503021  
MBA, (Evening), Faculty of Business Studies  
HSTU, Dinajpur

# **Student's Declaration**

I do hereby declare that the internship report **Marketing Strategies of Grameenphone Ltd.** embodies the result of my own internship works and efforts, prepared under the supervision of Saiful Islam, Assistant Professor, Department of Accounting, Hajee Mohammad Danesh Science and Technology University, Dinajpur.

I further affirm that work and information reported in this internship report is original and no part or whole has been submitted to, in any form, any other University or Institution for any degree or any other purpose.

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**Md. Lutfor Rahman**

ID: E140503021

MBA (Evening)

3<sup>rd</sup> Batch

Hajee Mohammad Danesh Science and Technology University, Dinajpur.

# Declaration of Supervisor

It's my Pleasure to certify that Md. Luthfor Rahman, Student ID: E-140503021, MBA (Evening) 3<sup>rd</sup> Batch Major in Marketing in Successfully Completed Internship report titled **æMarketing Strategies of Grameenphone Ltd.æ** Under my supervision and guidance.

Therefore, he is directed to submit his report for evaluation. Is wish him every success in life.

---

**Saiful Islam**

Supervisor

Assistant Professor

Department of Accounting

Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur.

**Grameenphone Ltd.**

Dinajpur, Branch, Dinajpur

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NO/SBL/DIN/SUI/551

Date: 13/12/2015

## **TO WHOM IT MAY CONCERN**

This is to certify that **Md. Luthfor Rahman** having Student ID No- **E140503021**. Department of Marketing, a student of Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur, MBA (Evening) program has successfully completed his **45 (Forty Five) day's** internship program (**From 01 September to 15 October**) at Grameenphone Limited, Dinajpur Branch, Dinajpur.

During his internship period **Md. Luthfor Rahman** was found honest, sincere & responsible to his assigned duties.

We wish his every success for the days to come.

**(Mr. Sabbir Ahammed)**  
Head of Customer Touch Point  
Grameenphone Limited  
Dinajpur Branch, Dinajpur

# Declaration of Co-Supervisor

It's my Pleasure to certify that Md. Luthfor Rahman, Student ID: E-140503021, MBA (Evening) 3<sup>rd</sup> Batch Major in Marketing in Successfully Completed Internship report titled **æMarketing Strategies of Grameenphone Ltd.**” Under my supervision and guidance.

Therefore, he is directed to submit his report for evaluation. Is wish him every success in life.

---

**Shahnaz Parvin**

Assistant Professor

Department of Finance & Banking

Faculty of Business Studies

Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur.

# Acknowledgement

I would like to thank almighty Allah forgiving me the opportunity to complete my internship report. I also want to thank all the people who have given the is support and assistance and extremely grate ful to all of them for the completion of the report successfully. Hajee Mohammad Danesh Sciecne And Technology and Grameenphone Ltd. both provided me with enormous support and guidance form report to be completed successfully.

I would also like to thank my internship supervisor Md. Saiful Islam, for his kind concern, valuable time, advice and constant guideline in preparing the report.

I would like to thank Mr. Sabbir Ahammed, Head of customer Touch Point, People & Organization (HR), Grameenphone Ltd for their support in preparing the internship report & providing me relevant data for the report.

I would like to express my foremost gratitude to other officials of Grameenphone Ltd who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report.

# Executive Summary

Grameenphone Limited is the leading Telecom operator in Bangladesh where a strong & organized Human Resource Management internally called as 'People & Organization' is always working for the formulation HR strategies for the betterment of the employees as well as to achieve the ultimate organizational goal. Grameenphone Ltd. takes its employees as human capital. Here our objective of study is to discuss about telecommunication business in Bangladesh, to discuss about Human Resource Planning (HRP), to discuss about Recruitment and Recruitment Policies, to discuss about selection strategies, to discuss about Training and Development, to discuss about Transfer, termination and Other Disciplinary Action strategies and to discuss about Benefits, Leave and Other Allowances strategies.

Human Resource planning of Grameenphone is the process of getting the right number of qualified and competent people into the right job at the right time. Putting another way, HR planning is the system of matching the supply of people internally and externally with the openings the company expects to have over a given time frame. The quality of the candidate and his/ her expertise are deciding factors how Grameenphone will succeed in achieving its visions, objectives and tasks.

Grameenphone training policy is to support employee training which is directly linked to the individual's specific jobs and his or her future development. The training program is expected to enhance job-related knowledge as well as develop technical and/ or managerial skills. In addition to training program, employees are encouraged to search and utilize personal developmental opportunities for his/her career progression.

Career planning/development identifies as a sequence of development activities, for a long or short-term that help make an individual capable of assuming a higher position in the future.

Grameenphone still has a positive image in the Mobile market. Due to its various innovative products and wide market coverage, strong network, at a cheap rate with various service centers and its value added services, it can be considered as the market leader in the telecommunication industry and its competitors are far behind. Grameenphone is also market leader in terms of HR strategies and employee's involvement & engagement.



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# Part1

# Profile of Grameenphone

Organization's Overview, Profile & Strategies of the  
Organization.



grameenphone

# **INTERNSHIP REPORT ON**

## **Marketing Strategies of Grameenphone Limited.**

## **Chapter 1: Organization Overview**

### **1.1 Company Background**

Grameenphone

Ltd. has stepped into its 17th year of operation, having completed its 16th year on March 26, 2013. It is the leading telecommunication service provider in the country with more than 45 million subscribers as of December 2012. Grameenphone has been recognized for building a quality network with the widest coverage across the country while offering innovative products and services and committed after-sales service.

### **1.2 History and Milestones:**

November 28, 1996: Grameenphone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications.

#### **March 26,**

**1997:** Grameenphone launched its service on the Independence Day of Bangladesh.

#### **June 1998:** GP started its services in the port city of Chittagong, the second

#### **largest city**

in the country. Cell to cell coverage in the Dhaka-Chittagong corridor also enabled GP to introduce its service in a number of other districts along the

way.

#### **September 1999:** GP started its service in the industrial city of Khulna. Once again, a number

of other districts came under coverage of GP because of the cell to cell coverage between

Dhaka and Khulna. Earlier in September 1999, it

introduced the EASY pre-paid service in the local market. It also introduced the

Voice Mail Service (VMS) and the Short Message Service (SMS) and other Value

Added Services (VAS).

#### **June 2000:** Grameenphone started its services in Sylhet, Barisal and Rajshahi, bringing all

six divisional headquarters under the coverage of its network. The service in Barisal region

was started after the microwave link between Khulna and Chittagong was completed.

- ✦ **August 2003:** After six years of operation, Grameenphone has more than one million subscribers.
- ✦ **November 2005:** Grameenphone continues to be the largest mobile phone operator of Bangladesh with more than 5 million subscribers.
- ✦ **November 16, 2006:** After almost 10 years of operation, Grameenphone has over 10 million subscribers. Grameenphone has built one of the most extensive infrastructures of Bangladesh and is a major contributor to the development of the national economy.
- ✦ **December 31, 2007:** Grameenphone is one of the largest private sector investments in the country with an accumulated investment of USD \$1.7 billion up to December 2007. Grameenphone is also one of the largest taxpayers in the country, having contributed nearly BDT 5000 Crore in direct and indirect taxes to the Government Exchequer over the years of which an amount of BDT 1670 Crore was paid in 2005 alone.
- ✦ **2008:** Introduced BlackBerry Service; commissioned brand positioning & launched 'Stay Close' & 'Customer Care Campaign' and reached 20 million subscribers.
- ✦ **2009:** Listed on Dhaka Stock Exchange Ltd. and Chittagong Stock Exchange Ltd.; launched internet modem, special Olympic Regional Talent Hunt, Stay Green Campaign, Internet Package P5 & P6, Grameenphone branded handset & study line also reached 21 million subscribers.
- ✦ **2010:** Launched new tariff plan, 'MobiCash' financial service brand, Ekota for SME, Baad hon package and mobile application development contest & network campaign; reached 29.97 million subscribers.
- ✦ **2011:** Launched 'Myzone' - location based discount on usage, Micro SIM cards for iPhone, Spon on Package with 1-sec pulse; Grameenphone branded handset (C200, QWERTY handset 'Q100' and Android handset 'Crystal'), Customer Experience Lab, eCare resolution; Completed swapping of 7,272 nos. of BTS; Reached 36.5 Million Subscribers.
- ✦ **2012:** Awarded license for 2G operation for 15 years effective from November 2011; two new affordable packages 'Amontron' and 'Nishchinto' were relaunched, 10-second pulse was introduced for all products including helplines; AGP App was launched to facilitate mobile self-service; Reached 40.02 million Subscribers.
- ✦ **January,**

**2013: Successfully Deploys Oracle Communications Network Resource Management Solution to Transform Inventory Operations.**

Grameenphone was also the first operator to introduce the pre-paid service in September 1999. In addition to core voice services, Grameenphone offers a number of value-added services, in each case on both a contract and prepaid basis. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, Fax & Data Transmission Services, International Roaming Service, WAP, SMS-based Push-Pull

Services, EDGE, personal ring back tone and many other products and services. Grameenphone early 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 and 5.5 million in 2005 customers. Currently the customer base of Grameenphone is over 40 million.

Grameenphone offers the widest coverage in Bangladesh. The population coverage has increased from approximately 85% in 2005 to above 90% in 2006. Currently the population coverage is 98% (including voice call and Edge/GPRS). In addition, Grameenphone also offers GPRS in most of the country and EDGE in urban areas.

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 400 GP Service Center, 20 GPC Franchise, recharger retailers: 105,000+, total retailers: 18,000+, distributors: 96, Single hot line which operates 24/7; the country covering all 64 districts. In addition, there are 62 GPC Customer Centers in all the divisional cities and they remain open from 8am-7pm every day including all holidays.

Grameenphone has generated direct and indirect employment for a large number of people over the years. The company presently has more than 6,000 full-time, 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 Village Phone operators an opportunity

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The Village Phone initiative was given the "GSM in the Community" award at the Global GSM Congress held in Cannes, France in February

2000. Grameen phone was also adjudged the Best Joint Venture Enterprise of the Year at the Bangladesh Business Awards in 2002.

Grameen phone considers its employees to be one of its most important assets. GP has an extensive employee benefits scheme in place including Gratuity, Provident Fund, Group Insurance, Family Health Insurance, Transportation Facility, Gym, Recreation Centre, Day Care

Centre, Children's Education Support, higher Education Support for employees, In-House Medical Support and other initiatives.

### **1.3 Mission, Objectives and Strategy**

#### **Mission**

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

### **Vision:**

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. We're here to help

### **Values:**

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

### **Brand Promise:**

- Stay Close
- Go Beyond

### **GPWAY: Our Way of Work**

- It is how we do business
- It's all about living our vision, values, codes, leadership, governing principles in our daily life and deliver upon our brand promise—Stay Close

### **Organizational Structure**

- Flatter organization
- Two growth streams: Leadership & Specialist

### **Workplace Ethics**

- Fortified Codes of Conduct
- Ensured compliance

### **Sustainability Consciousness**

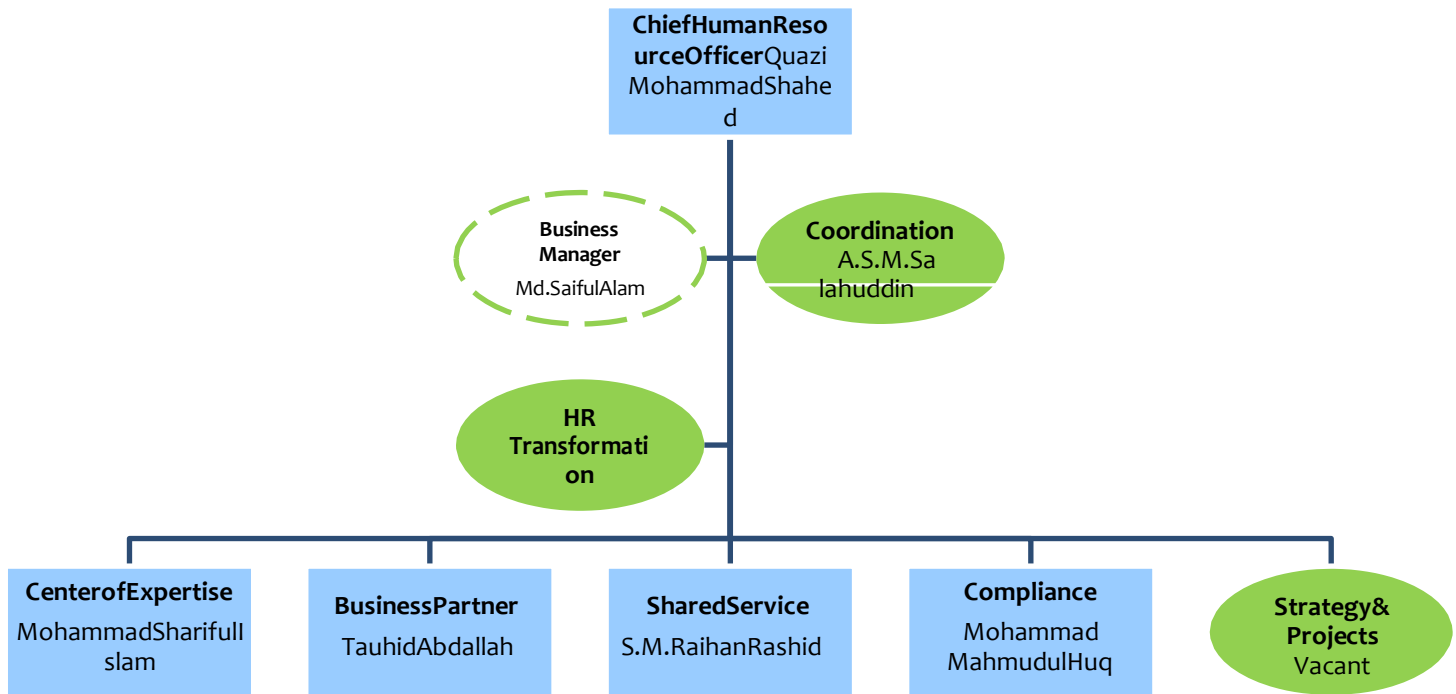
- Paperless office

- Reduce 15% carbon emission by 2012 & 40% by 2015
- Corporate Transformation: 'Green Company'
- Aware-Engage-Advocate GP employees

## Chapter 2: Profile of the Organization

### People & Organization

#### Divisional chart with scope of work



- Scope of work**
- Knowledge & solutions base
  - Resource center for best practices
  - Innovation, efficiency, value, & performance excellence
  - Research & design new ideas, processes
  - Support, guide, share,

- Scope of work**
- P&O event & activity management
  - P&O product / policy roll-out
  - P&O process execution:
  - Salary review, changes, & execution
  - Consultant and expat contract execution
  - Feedback & reporting

- Scope of work**
- Service
  - Facilities
  - Security & risk
  - Operations & maintenance
  - Regional operations
  - Vendor mgmt
  - Financial control
  - Service & facility contracts

- Scope of work**
- Telenor & GP Compliance

## **2.1 Organizational Structure**

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.

### **I. The Share holders**

Telenor is emerging as one of the fastest growing providers of mobile communications services worldwide with ownership interests in 12 mobile operators across Europe and Asia. Telenor is organized into three business areas; Mobile operations covering 12 countries, and Fixed-line and Broadcast services covering the Nordic region.

Telenor holds 55.8 percent of Grameenphone, with Grameen Telecom Corporation owning the remaining 34.2 percent. The rest of the shares belong to general retail and institutional investors. Telenor has played a pioneering role in development of cellular communications in Bangladesh.

### **II. The Telenor Group**

- More than 150 million mobile subscribers worldwide

- Strong subscription growth, particularly in our Asian operations
- Listed as No. 1 on Dow Jones Sustainability Index 2008
- Ranked as the world's seventh largest mobile operator
- Revenues 2007: NOK 105 billion
- Workforce 2007: 35,800 man-years
- Listed on the Oslo Stock Exchange, with headquarters in Norway

### **III. Grameen Telecom**

Grameen Telecom Corporation, which owns 34.2% of the shares of Grameenphone, is a not-for-profit company and works in close collaboration with Grameen Bank. The internationally reputed bank for the poor, has the most extensive rural banking network and expertise in microfinance. It understands the economic needs of the rural population, in particular the women from the poorest households.

Grameen Telecom, with the help of Grameen Bank, administers the Village Phone Program, through which Grameenphone provides its services to the fast-growing rural customers. Grameen Telecom trains the operators, supplies them with handsets and handles all service-related issues. Grameen Bank currently covers more than 67,000 villages which are serviced by 2121 bank branches all over the countryside. As of May 2006, the bank had 6.33 million borrowers, 97 percent of whom were women. Grameen Telecom's objectives are to provide easy access to GSM cellular services in rural Bangladesh, creating new opportunities for income generation through self-employment by providing villagers with access to modern information and communication based technologies.



## 2.2 Corporate Governance in Grameenphone



Grameenphone (GP) firmly believes that business operation means dealing with the stakeholders with trust and confidence and there is a link between stakeholders' value and governance. With that objective in view, GP has been working relentlessly to create long-term stakeholder value through providing as well as maintaining vastly innovative, easy-to-use and best-value telecommunications services in the market. In pursuing these objectives, the Board of Directors of the Company is committed to high standards of Corporate Governance which it believes are critical to business integrity and



performance. As a responsible corporate citizen, GP is also committed to maintaining full transparency and positive business conduct internally and towards the community with which GP carries out its business, including its suppliers, customers and business partners. At the same time the Company expects that all its Board of Directors, employees and suppliers would act with honesty, integrity and openness.

**a) Role of the Board**

The Directors of the Board are appointed by the Shareholders at the Annual General Meeting (AGM) and accountable to the Shareholders. The Board is responsible for ensuring that the business activities are soundly administered and effectively controlled. The Directors of the Board keep themselves informed about the Company's financial position and ensure that its activities, accounts and asset management are subject to adequate control. The Board also ensures that Grameenphone Policies & Procedures and Code of Conduct are implemented and maintained, and the Company adheres to generally accepted principles for good governance and effective control of Company activities.

**b) Board Composition**

The Board in GP is comprised of nine Directors, including the Chairman who is selected from among the members. In compliance with the Corporate Governance Guidelines issued by the Securities and Exchange Commission (SEC) and as per the provision of the Articles of Association (AOA) of the Company, the Board of Directors has appointed an Independent Director in 2010. We believe that our Board has the optimum level of knowledge, composure and technical understanding about Company business which, combined with its diversity of culture and background stands as the perfect platform to perform and deliver.

**c) Board Meetings**

The AOA of the Company requires the Board to meet at least four times a year or more when duly called for in writing by a Board member. Dates for Board Meetings in a year are decided in advance and Notice of each Board Meeting is served in writing well in advance. Such Notice contains detailed statement of business to be transacted at each meeting. The Board meets for both scheduled meetings and on other occasions to deal with urgent and important matters that require attention.

**d) Division of work for the Board and Chief Executive Officer (CEO)**

The roles of the Board and Chief Executive Officer are separate and delegation of responsibilities is clearly established, set out in writing and agreed by the Board to ensure transparency and better corporate governance. To that end, GP has also adopted Governance Guidelines for Chief Executive Officer. The CEO is the

authoritative head for day-to-day management in GP.

**e) Subsidiary Relationship**

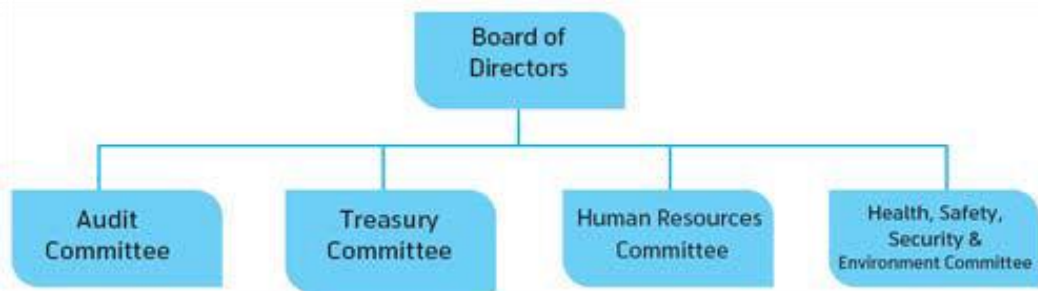
The Board of Directors of the subsidiary company of GP is obliged to provide the Board of Directors of GP with any information which is necessary for an evaluation of the Company's position and the result of the Company's activities. GP notifies the subsidiary Company's Board of Directors about the matters which may be of importance to the Company as a whole. GP also notifies the subsidiary Company's Board of Directors about decisions which may be of importance to the subsidiary company before a final decision is made.

**f) Access to Information**

The Board recognizes that the decision-making process is highly dependent on the quality of information furnished. In furtherance of this, every Director has access to all information within the Company. Throughout their tenure in office, the Directors are continually updated on the Company's business and the regulatory and industry specific environments in which it operates. These updates are by way of written briefings and meetings with senior executives and, where appropriate, external sources.

**2.3 Board Committees**

For better, quicker and furnished flow of information and thereby exercising effective governance, the Board has also constituted a number of Committees and has delegated certain responsibilities to the Board Committees to assist in discharging responsibilities. The role of Board Committees is to advise and make recommendations to the Board. Each Committee operates in accordance with the Terms of Reference (TOR) approved by the Board. The Board reviews the TOR of the Committees from time to time. The Board appoints the members and the Chairman of each Committee. A brief description of each Committee is presented below:



### a. Audit Committee

The Grameenphone Audit Committee was established in late 2008 as a sub-committee of the Board and has jurisdiction over Grameenphone and its subsidiaries. The Audit Committee is comprised of three members of the Board including the Independent Director. The Chief Executive Officer, the Chief Financial Officer, the Company Secretary and the Head of Internal Audit are permanent invitees to the Audit Committee meetings.

The Audit Committee assists the Board in discharging its supervisory responsibilities with respect to internal control, financial reporting, risk management, auditing matters and GP's processes of monitoring compliance with applicable legal & regulatory requirements and the Codes of Conduct. The Audit Committee Charter, as approved by the Board, defines the purpose, authority, composition, meetings, duties and responsibilities of the Audit Committee.

The Audit Committee met 7 (seven) times during 2011 and attendance of the Committee members in the meetings was as follows:

Name	Attendance
M Shahjahan	5/7
Per Erik Hylland	7/7
Dr. Jamaluddin Ahmed FCA	7/7

### b. Treasury Committee

This committee consists of three members who are appointed by the GP Board. All significant financial matters which concern the Board are discussed in this committee meeting in detail. Upon endorsement of the Treasury Committee, such issues are forwarded to the Board for their final review and approval.

The Treasury Committee met 6 (six) times during 2011 and attendance of the Committee members in the meetings was as follows:

Name	Attendance
M Shahjahan	5/6
Pal Stette	6/6
Raihan Shamsi	6/6

### c. Human Resources Committee

This Committee consists of three members who are appointed by the GP Board. The Committee

esupportstheBoardindischargingitssupervisoryresponsibilitieswithrespecttoCompany'sHumanResourcespolicy,includingemployeeperformance,motivation,retention,successionmatters,rewardsandCodesofConduct.

TheHumanResourcesCommitteemet1(one)timeduring2011andattendanceoftheCommitteemembersinthemeetingwasasfollows:

Name	Attendance
Per Erik Hylland	1/1
M Shahjahan	1/1
Arnfinn Groven (replaced by Mr. Haroon Bhatti on August 01, 2011)	1/1
Haroon Bhatti (appointed on August 01, 2011)	0/0

#### **d. Health, Safety, Security and Environment Committee**

This Committee consists of three members who are appointed by the GP Board. The Committee supports the Board in fulfilling

its legal and other obligations with respect to Health, Safety, Security and Environment (HSS E) issues. The Committee also assists the Board in obtaining assurance that appropriate systems are in place to mitigate HSS E risks in relation to the company, employees, vendors etc.

The Health, Safety, Security and Environment Committee met 1 (One) time during 2011 and attendance of the Committee members in the meeting was as follows:

Name	Attendance
Per Erik Hylland	1/1
M Shahjahan	0/1
Dr. Mohammad Shahnawaz	1/1

### **2.4 Compliance with Rules & Regulations of the Country**

Compliance builds stakeholders' trust. To have governance cascaded right through the whole Company, the Management Team of Grameenphone as the leaders of a compliant Company

y adopted ways that assure compliance to all regulatory requirements and instill organization al trust amongst the Board Members, Shareholders and customers. The regulatory bodies maintain a close monitoring process on Grameenphone and has heightened the focus on transparency, as well as an increased need to provide accurate and periodic reporting of issues/events and certifications. In this context, the Company provides complete set of financial statements and relevant documents to the Securities and Exchange Commission (SEC), Stock Exchanges, National Board of Revenue (NBR), Registrar of Joint Stock Companies & Firms (RJSC), Bangladesh Telecommunication Regulatory Commission (BTRC), the Board of Investment (BOI) and all other relevant bodies



## **1.7 Marketing Strategy:**

A *marketing strategy* is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage.

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing Strategy is the foundation of a marketing plan.

## **1.8 List of the Different Types of Marketing Strategies**

Marketing is a strategy used by companies to communicate with the consumer and make him knowledgeable about the various features of their products and services. It is an essential part of attracting the target buyers to a particular product, and companies use various innovative or tried-and-tested techniques to stay ahead of their competitors and make their place in the market.

Here are some of the most popular and effective types of marketing:



**Affinity Marketing** – Also known as Partnership Marketing, this technique links complementary brands, thereby creating strategic partnerships that benefit both companies. While one adds value to existing customers by generating more income, the other builds new customer relationships.

**Alliance Marketing** – Here two or more entities come together to pool in their resources to promote and sell a product or service, which will not only benefit their stakeholders, but also have a greater impact on the market.

**Ambush Marketing** – This strategy is used by advertisers to capitalize on and associated themselves with a specific event without the payment of any sponsorship fee, thereby bringing down the value of sponsorship. It has sub-categories like direct or predatory ambushing or indirect ambushing by association, to name a few.

**Call to Action (CTA) Marketing** – CTA is a part of inbound marketing used on websites in the form of a banner, text or graphic, where it is meant to prompt a person to click it and move into the conversion funnel, that is, from searching to navigating an online store to converting to a sale.

**Close Range Marketing (CRM)** – Also known as Proximity Marketing, CRM uses bluetooth technology or Wifi to promote their products and services to their customers at close proximity.

**Cloud Marketing** – This refers to the type of marketing that takes place on the internet, where all the marketing resources and assets are transferred online so that the respective parties can develop, modify, utilise and share them.

**Community Marketing** – This technique caters to the needs and requirements of the existing customers, as opposed to using resources to gather new consumers. This

promotes loyalty and product satisfaction and also gives rise to word of mouth marketing among the community.

**Content Marketing** – In this case, content is created and published on various platforms to give information about a certain product or service to potential customers and to influence them, without making a direct sales pitch.

**Cross-media Marketing** – As the name suggests, multiple channels like emails, letters, web pages etc are used to give information about products and services to customers in the form of cross promotion.

**Database Marketing** – This utilizes and information from database of customers or potential consumers to create customised communication strategies through any media in order to promote products and services.

**Digital Marketing** – This strategy uses various digital devices like smartphones, computers, tablets or digital billboards to inform customers and business partners about its products. Internet Marketing is a key element in Digital Marketing.

**Direct Marketing** – This is a wide term which refers to the technique where organizations communicate directly with the consumer through mail, email, texts, fliers and various promotional materials.

**Diversity Marketing** – The aim of this strategy is to take into account the different diversities in a culture in terms of beliefs, expectations, tastes and needs and then create a customized marketing plan to target those consumers effectively.

**Evangelism Marketing** – It is similar to word-of-mouth marketing, where a company develops customers who become voluntary advocates of a product and who promote its features and benefits on behalf of the company.

**Freebie Marketing** – Here a particular item is sold at low rates, or is given away free, to boost the sales of another complimentary item or service.

**Free Sample Marketing** – Unlike Freebie Marketing, this is not dependent on complimentary marketing, but rather consists of giving away a free sample of the product to influence the consumer to make the purchase.

**Guerrilla Marketing** – Unconventional and inexpensive techniques with imagination, big crowds and a surprise element are used for marketing something, a popular example being flash mobs.

By keeping in mind the distinctive features of the product, the demographics of the target consumer and their spending power, and the current strategies of existing companies, an effective marketing strategy may be successfully created.

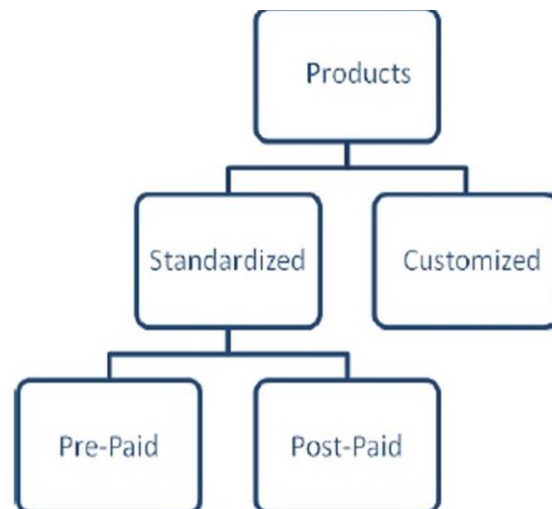
The types of marketing keep evolving with new developments in technology and changes in the socio-economic structure of a market. I try to keep up, and update the list as things develop. Please let me know if I've forgotten anything from the list by leaving a comment.

## **Chapter 2.0 Marketing Strategy of Grameenphone :**

### **2.1 Grameenphone Product Mix**

A product is anything that can be offered to a market and that is potentially valued by a target market for the benefit or satisfactions it provides, including objects, services, organization, places, people and ideas. As in a service providing business Grameenphone provides different types of service in its market as its products. In telecommunication business coverage and quality is more important than the number of product or service offered. With its best coverage and good quality Grameenphone has become the number one mobile operator in Bangladesh. Grameenphone has categorized its products in two types. These are

1. Standardized and
2. Customized Products.



#### **Standardized Product**

Standardized Product also has been divided into two types: Pre-Paid and Post-Paid.

Pre-Paid The brand name of prepaid products is Smile Prepaid Standard and Smile

(Mobile to Mobile).

- Smile (Prepaid Standard)
- Shohoj Package
- Aapon Package
- Bondhu Package Smile Standard prepaid allows consumers to make and receive ISD and NWD call in all telecom operators.
- Smile (Mobile to Mobile) Smile Mobile to Mobile allows its consumers to make and receive call from any mobile Postpaid
- Xplore Xplore is the brand name of post paid product of Grameenphone. It is categorized in two types:

Xplore Package 1 and Xplore Package 2.

Both of these Post-paid products has BTTB (Local, NWD, ISD and Economy ISD) connectivity, Flexible Credit Policy, Wide collection of value added service(SMS, EDGE, Welcome Tune, Voice Mail, Voice SMS) and International Roaming facility

#### Customized Product

“Business Solution” is provided as a customized service to different medium and large organization and Professionals. This customization allows interesting call and sms charge among the member of the organization, fax and internet service within the organization branch. The customized service of one organization is never told to other or disclosed. Separate Strategic Business Unit (SBU) is responsible for the success of each of this product. As the way, this organization has proved that SBU is important for the success of a product in its market. Interestingly “ed-juice”, which is claimed as a life style brand of Grameenphone, is not mentioned with this product line Branding.

The name or names that identify a company’s products can be very important in positioning them. The brand name distinguishes a product from competitor’s products. A strong brand identity creates major competitive advantages. A brand that is recognized by buyers encourages repeat purchases. Grameenphone is successful in its products branding. All most every prepaid mobile phone user is aware about its “Smile” prepaid package and business consumers are aware about “Business Solution”. This Branding images comes from good quality of Grameenphone’s products as well as its high promotion activities. Corporate branding places primary emphasis on building brand identity using the corporate name. Grameenphone has become a corporate name in telecommunication business in Bangladesh. Corporate branding offers the advantage of using one advertising and sales promotion program to support all of the firm’s products. And it is often found in Grameenphone advertisements. Corporate branding has become a branding strategy because the product offering is relatively narrow in telecommunication business

#### Grameenphone’s Strategic Analysis of Existing Products

Grameenphone regularly evaluates the performance of its product. This evaluation of the performance of the product portfolio provides its management with diagnostic information to guide its strategies for new products, product modification, and product

elimination. But the strategic analysis of existing products requires tracking the performance of the products in the portfolio, as shown below:

## **2.2 Literature review**

The strategic situation analysis considers market and competitor analysis, market segmentation and continuous learning about market.

Designing marketing strategy examines customer targeting and positioning strategies, relationship strategies and planning for new products. Marketing program development consists of product, distribution, price and promotion strategies design and implementation to meet the value requirement of targeted buyers.

## **2.3 Marketing strategy process**

### **Strategic situation analysis**

Marketing management uses the information provided by the situation analysis to guide the design of a new strategy or change an existing strategy. The situation analysis is conducted on a regular basis after the strategy is under way to evaluate strategy performance and identify needed strategy changes.

- Market vision, structure, and analysis
- Segmenting market
- Continuous learning about markets

## **2.4 Designing market-driven strategies**

Strategic situation analysis phase of the marketing strategy process identifies market opportunities, defines market segments, evaluates competition and assesses the organizations strength and weakness. Market sensing information plays a key role in designing marketing strategy. Which includes,

- market targeting and strategic positioning
- marketing relationship strategies
- planning for new products

## **2.5 Market-driven program development**

Market targeting and positioning for new and existing products guide the choice of strategies for the marketing program components, product, distribution, price and promotion strategies are combined to form the positioning strategy selected for each market target. The marketing strategy implement the positioning strategy. The objective

is to achieve favorable positioning while allocating financial human and production resources to markets, customers and products as effectively and efficiently as possible.

## **2.6 Following sub points are including:**

- strategic brand management
- value chain, price and promotion strategies

## **Implementing and managing market-driven strategy**

Selecting the customer to target and the positioning strategy for each target moves marketing strategy development to the action stage. This involves designing the marketing organization and implementing and managing the strategy.

- Designing effective market-driven organizations.
- Strategy implementation and control

## **Findings**

Strategic situation analysis

## **2.7 Market vision, structure and analysis**

“To be the leading provider of telecom services all over Bangladesh with satisfied customers, shareholders and enthusiastic employees”. GP has a dual purpose: to receive an economic return on its investments and to contribute to the economic development of Bangladesh where telecommunications play a critical role.

The mission is to provide value at an economic cost, process in diversity, and continue to contribute to growth of industrialization in Bangladesh by being the market challenger.

GPs market structure is very strong to other telecommunication company’s. GP create an excellent distribution channel to serve their product. GP also set a strong networking system.

GP always analyze the competitor markets because competitors are suddenly launched new package and also low call rates.

## **Segmenting markets**

Basically they segment their market in considering two factors; one is demographic and another is geographic. Geographic segmentations call for dividing the market into different geographical units

such as countries, state, cities etc. GP provide international roaming system for there customer to use other country.

Demographic segmentation divides the market into group based on variable such as age, gender, family size, lifecycle, income etc. GP offers GP national for all kinds of customers.

## **2.8 Continuous learning about markets**

Basically future market forecasting is very difficult. Although they try to learn about the market through using the researcher. The researchers continuously conduct survey and other method to gather current market situation in whole over Bangladesh and periodically submit their report to the superior. Through a recent study shows customer like to purchase low call rate service and various extra offers like internet, MMS, GPRS, News update, Health line etc.

## **Chapter 3.0 Designing market-driven strategies**

### **3.1 Market targeting and strategic positioning**

Marketing segmentation reveals the firms market segment opportunities. GP now evaluates the various segments and decide how many which wants to target. Now the targeting market of GPs most probably young generation because now they provide some attractive offers to attract the teenage people.

GP try to make their positioning strategy combining with the lower call rates and offering attractive benefits and promotions to customer.

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### **3.2 Marketing relationship strategies**

GP make a strong marketing relationship may include subscribers, marketing channel members, suppliers, competitor analysis and internal teams. They organize periodically conference with their distributor and try to motivate them by providing reward, extra incentives, gift hamper; sometimes it depends on sales performance. They make relation with customers through basically providing best network service and sometimes also providing promotional offer by making public relations such as sponsoring social program. GP also sponsored Bangladesh national cricket team to buildup a relationship to all kinds of people.



### **3.4 Planning for new product**

GP are always try to launched varieties types of new services like health line, voice SMS, MMS, GP world service, Mig33 and welcome tunes etc to attract the consumers. GP also provide their D-juice subscribers at .30 Tk per minute at 12.00 am to 6.00 am and their smile subscribers at 1.20 tk per minute at 9.00 am to 4.00 pm. They always concern about the quality service at competitive low call rates and select the required distribution channel as target customer easily take their service.

## **Chapter: 4.0 Problems and Prospect of Grameenphone**

### **4.1 Problems**

Sometimes poor network is the vital problem for the subscribers due to some planned works. Still all the people of Bangladesh are not under GP network coverage and scope are still there. Grameenphone provides less facility for the subscribers. It charges more for any services than other operators. Call waiting time in hotline is high. Sometimes users' dissatisfaction arises due to unavailability of connection facility while there is some planned work or technical up gradation. Not enough facilities for subscribers. For example, prepaid subscribers are still getting one friends and family number for low charge while other operators are giving five friends and family numbers. So GP is losing product attractiveness. The only way for application, suggestion or any

valid reason of any subscriber they need to send FAX which is complicated, time consuming, expensive and also difficult from a remote place. Employee motivational training is not improving. Recently Grameenphone Ltd. Charges for transportation facility even for the employees who usually do their office at odd time (other than 8am to 5pm).

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Recently it creates huge employee dissatisfaction. Current limit for post paid subscribers (tk500) is not justifiable for some valued subscribers. More emphasis in profit making. Most of the customers in Bangladesh are illiterate. Sometimes it becomes very difficult to make them realize about the new product and offer.

### **4.2 Prospects**

5.1 In spite of having some problems, prospect of Grameenphone Ltd. is very good for the EDGE service is excellent. Now the subscribers can get a faster internet, wap and mms services. New offers like group talk, EISD, free BTTB and ISD incoming call have

been introduced and there are so many upcoming events. New value added services like pay for me service is going to make the Grameenphone's product more attractive.

High-quality customer service and customer manager have made Grameenphone unique than other operators. Country best call center makes the customer satisfied. In 2007 its target is to be the best call center in South-East Asia. Strong management team, highly committed employees and good corporate environment of Grameenphone are helping the company to sustain as the market leader. Online solution (grahokkotha online) is making the organization more acceptable than other operators. Now a day, mobile phone is a necessity, not a luxury. So the prospect of mobile industry is very good. Grameenphone has still has the opportunity to provide better product and services to attract more customers. As Grameenphone gathered lot of confidence of customers by providing better services, the prospect of Grameenphone

### **4.3 Definition of Marketing Strategy:**

A marketing strategy is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage.

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

### **Conclusion**

Finally we can say that Grameen Phone is the best. The subscribers and consumers perception about this mobile company are approximately good. After examine of its marketing mix (Product, price, place and promotion) marketing segmentation and competitive position we can say that it is a world class cellular company and applying better marketing method. Finally we want to say that the marketing strategy and policies of Grameen Phone are world class and better than the other mobile company's in our country.

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