

**AN INTERNSHIP REPORT**  
**ON**  
**“Rural Internet market prospect of Grameenphone Ltd.**  
**based on Thakurgaon Sadar Territory”**

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**Hajee Mohammad Danesh Science and Technology University**

**Dinajpur-5200**

**May, 2016**

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**Submitted To**

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**Dinajpur-5200**

**May, 2016**

## **Supervisor's Declaration**

I hereby declare that the concerned report entitled “**Rural Internet market prospect of Grameenphone Ltd. based on Thakurgaon Sadar Territory**” is a work made by Md. Mashiur Rahman Siddiki, Student ID: E-130502070, MBA (Evening), Major in Marketing, 2<sup>nd</sup> Batch, Faculty of Business Studies, Hajee Moharnmad Danesh Science and Technology University, Dinajpur-5200, completed his internship under my supervision and guidance and submitted for the partial fulfillment of the requirements for the degree of Master of Business Administration (Evening) at Hajee Mohammad Danesh Science & Technology University, Dinajpur.

I wish his every success in life.

-----

**Shahnaz Parvin**

Assistant Professor (Internship Supervisor)

Department of Finance and Banking

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## **Co-Supervisor's Declaration**

I hereby declare that the concerned report entitled “**Rural Internet market prospect of Grameenphone Ltd. based on Thakurgaon Sadar Territory**” is an original work made by Md. Mashiur Rahman Siddiki, Student ID: E-130502070, MBA (Evening), Major in Marketing, 2<sup>nd</sup> Batch, Faculty of Business Studies, Hajee Moharnmad Danesh Science and Technology University, Dinajpur-5200, completed his internship under my supervision and guidance and submitted for the partial fulfillment of the requirements for the degree of Master of Business Administration (Evening) at Hajee Mohammad Danesh Science & Technology University, Dinajpur.

I wish his every success in life.

-----  
**Saiful Islam**

Assistant Professor (Internship Co-Supervisor)

Department of Accounting

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## **Student's Declaration**

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (Evening), Faculty of Business Studies at Hajee Mohammad Danesh Science and Technology University, Dinajpur which is compact Professional process rather than specialized. This report has prepared as per academic requirement after the successfully completion of 2 months internship program under the Supervision of Shahnaz Parvin, Assistant professor, Department of Finance and Banking, HSTU, Dinajpur. It is my pleasure and great privilege to submit my report titled **“Rural Internet market prospect of Grameenphone Ltd. based on Thakurgaon Sadar Territory”** As the presenter of this report; I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience. However, after all this, as a human being, I believe everyone is not beyond of limitation, There might have problems regarding lack and limitation in some aspects and also some minor mistake such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information or those matters.

-----  
**Md. Mashiur Rahman Siddiki**

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## **Letter of Transmittal**

Date: 04th May, 2016

Shahnaz Parvin

Assistant Professor,

Department of Finance and Banking

Faculty of Business Studies

HSTU, Dinajpur-5200

Subject: Submission of Internship Report.

Dear Madam,

I have the honor to submit my internship report “**Rural Internet market prospect of Grameenphone Ltd. based on Thakurgaon Sadar Territory**”. The internship program has contributed greatly in gathering my knowledge as it has provided me with wide exposure of the professional environment. I tried to incorporate the practical knowledge whenever I found it necessary in this report. This report is prepared under your kind supervision and I respectfully acknowledge your sincere guidance and assistance. I believe the analysis done here will help me in future to know how diversified situations may arise in professional practices and how they have to be dealt with along with due care and professional skepticism.

It will be very glad to provide you with further explanations or clarifications in this regard that you may feel necessary. Thank you very much for your kind supervision and great co-operation.

Sincerely yours,

-----  
**Md. Mashiur Rahman siddiki**

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## **Acknowledgement**

At first I would like to thank Almighty "Allah" the supreme ruler of universe, who has given me the capability to continue my MBA (Evening) Program smoothly and to complete the internship program in time.

I want to express my heartfelt gratitude, sincere appreciation and indebtedness to my respectable Supervisor Shahnaz Parvin, Assistant Professor, Department of Finance and Banking, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200. I am grateful for his systematic supervision, continuous inspiration, and invaluable advice, generous help for the completion of the work in time.

I also wish to express my immense gratitude and deep sense of respect to my respected Co-supervisor Saiful Islam, Assistant Professor, Department of Accounting, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200.

I am also grateful to Mr. Ismail Hossain, Distribution Manager, Distribution House, Thakurgaon for his special encouragements and also grateful to other employees of the company.

I would like to extend thanks to all my course teachers and department for sponsoring such as academic work. Also like to give my heartiest gratitude to all inmates and MBA students and others for giving me good advice, suggestions, inspirations and support.

Finally, I wish to acknowledge my beloved parents and other family members for their patience, inspirations, sacrifices and blessings, without their sacrifices, my study would not have been possible.

-----

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## **Abstract**

Information is an indispensable resource for the socio-economic development of any community as it is needed and utilized by society for its development and prosperity. The rural communities have different needs for information depending upon their functions, responsibilities and duties. The main purpose of this study is to empirically test the future prospect of Grameenphone Urban and Rural internet market with some previous/current data analysis on the basis of a particular area. This area is Thakurgaon Sadar Territory market. Mainly the Secondary data are used in this study. The author collected data for the period of 2015 to 2016 from online and Distribution House, Thakurgaon. In this study discuss about some Internet package, Price, Validity and find out which package are popular from rural customer and retail end and also an analysis on retail internet revenue, 3G impact and going forward it's prospect. About 60% internet customers are interested to use for 60MB-75MB pack which price range is 10tk-30tk and validity 7days-15days for Volume pack. Mainly they are uses face book and others social web site. Among them about 25% internet customers are rural and 75% internet customers are Urban. Rural internet market prospect is high than the other internet segment market. It is possible to earn more revenue from rural market. Day by day rural customers are aware about internet uses and benefit. Grameehphone expect that Bangladesh will develop along with modern world through the uses of Internet.

Keyword: Urban/Rural Area, Internet market and prospect, Thakurgaon Sadar Territory.

***DEDICATED***  
***TO***  
***MY BELOVED PARENTS***  
***AND***  
***HONORABLE TEACHERS***

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# CHAPTER-1

## INTRODUCTION

### 1.1 Introduction:

Internet is a nice medium to connect with the entire World. People use it as a medium to connect with other people, sharing files, entertainment, information and lots of other activities that are useful and beneficial in many terms. While browsing internet I found many websites which are useful in many ways. Some of them are Google, Facebook, NYTimes, Reditt etc.

### 1.2 Why people use internet

Here I am mentioning top 10 reasons why people use internet.



Fig. 1: Internet Benefit

Information

People browse internet for information. They love to browse various search engines like Google, Yahoo to know about any necessary information. Also people love browsing websites like Wikipedia which is a complete encyclopedia on internet.

### **Social networking**

Social networking is an essential medium to communicate with friend and family members. There are lots of social networking websites like Facebook, Orkut, and Bebo which is heavily consumed by users for connecting with friends.

### **Communication**

Communication is another way to use internet. People connect via each other through various IM services like Gtalk, Skype, and Yahoo messenger. There are lots of other services through which people send messages.



**Fig. 2: Communication through Internet**

### **Transfer of files**

From office to schools, from business person to college students everyone send files through internet. This is an essential part of their life. These file are send through internet. People use various mail services like Gmail, Yahoo mail, AOL, and Hotmail etc to send files.

### **Current buzz**

It's either latest news or Football match score, people love to surf internet to get a live update of any news. Websites like Rediff, NYTimes, Gawker are a quick news providing websites.



**Fig. 3: Entertainment and latest news through Internet**

### **Entertainment**

There is a very close relation of internet to entertainment. It's watching videos in YouTube, playing live games, or downloading movies; internet proves its domination everywhere.

### **Internet Transactions**

Now internet can save time and money of people. The facility is known as internet banking facility through which people can deposit any bill, transfer money through accounts, and make internet reservations on time from their home.

### **Making money**

People can make money online by using internet. People can make money online by many factual ways. There are lots of options available. Designing, Freelancing, consultancies, software providers, application always help people to work in an easier way.

### **Marketing**

Internet marketers use internet to sell products. There are lots of social media enthusiasts who promote other's product online via various social media sites. There

are lots of publishers available who promote others product by advertising on various websites blogs etc.

### **Online education**

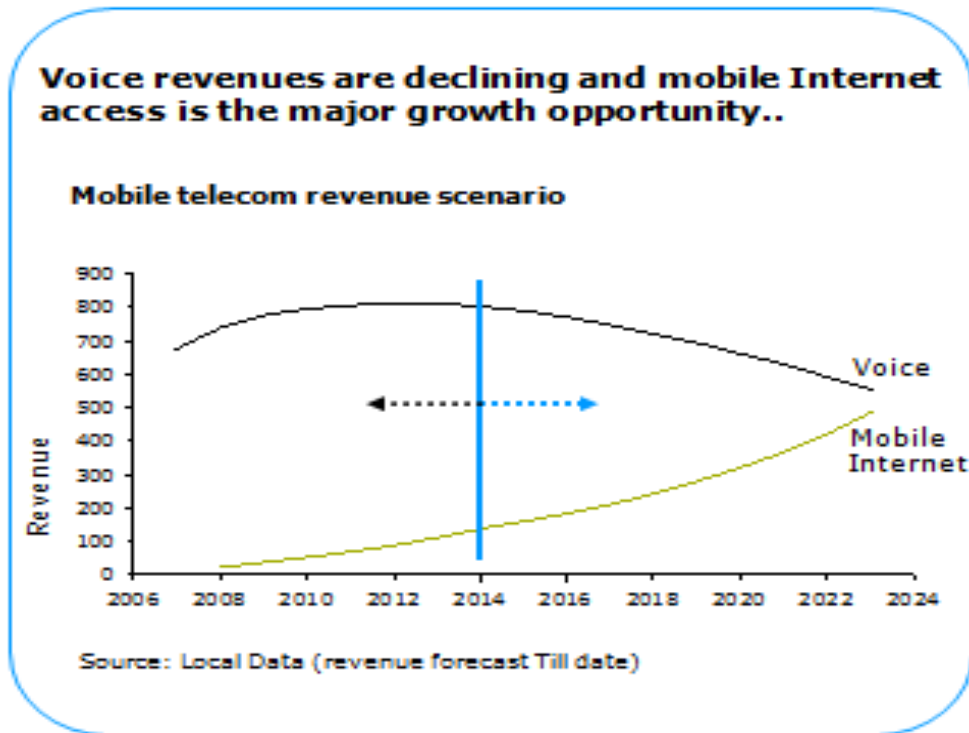
*Online education* is very famous medium of study in developed countries and growing in developing nations. Various websites such as *Khan Academy* and *FreeVideoLectures* offer online courses to learn various things like designing, programming, engineering, medical, finance and other subjects. This is very helpful medium to promote education on that place where courses are not available easily.

### **1.3 Objectives of this study**

Internet is growing with tremendous speed. It became one of the important parts of life. Life without internet cannot be imagined. In Bangladesh Digital centers in 4,547 union parishads, 321 municipalities, and 407 wards in 11 city corporations have already been set up according to data of Access. Grameenphone is covered more than 52% 3G super speed network over the country. In Thakurgaon Sadar Territory covered about 50% areas under 3G super speed network. Grameenphone is expecting that all BTS under 3G within Jun 2016. Grameenphone customers are very happy for continuous uses super speed 3G networks. Some of cases they feed back for further development on 3G network as well as data network. Grameenphone has always priority and importance about customer feedback. This study is mainly based on Thakurgaon Sadar Territory about current data status and analysis of future development.

Day by day voice revenues are declining and mobile Internet access is the major growth opportunity – Smart pricing, customer awareness, understanding internet benefit are key to capture these revenues.





**Fig. 4: Future Telecom business- Voice Vs Internet**

- ❖ Mobile Internet access is the main additional revenue source for the future of telecom business.
- ❖ Market shares are being distributed as we speak and there is an urgency today to be able to take our 'fair share' of the Internet market
- ❖ In order to capture our 'fair share', we need to do pricing right
- ❖ To grab data market share through 3G and digital service advantage
- ❖ To align our rural people with modern world through internet service, so that our country will grow day by day with modern world.

## **1.4 Methodology and Variables**

Using one source- Secondary has collected data.

- ❖ **The secondary sources of data:**
- ❖ Annual Report of Grameenphone Ltd. 2015.
- ❖ Different paper of Distribution House Thakurgaon.

- ❖ Unpublished data received from the office and branch
- ❖ Different text books

I tried my best to discuss the subject in descriptive and analytical way. I also have represented some graphs, tables and pictures.

### **1.5 Limitation**

Nothing beyond limitation and I also had some limitations to prepare this thesis effectively. Following listed the major limitations that affected most:

- ❖ As an internee it was not possible for me to collect all the necessary secret information.
- ❖ I had to complete this thesis within a very short span of time (two months) that was not sufficient for investigation.
- ❖ .
- ❖ Besides this, it was very difficult to carry out the whole analysis on the basis of Training & Development.
- ❖ Non-availability of the most recent statistical data study.
- ❖ Since the organization personnel are very busy with their activities, as a result they failed to co-operate with me to complete this report.

## **CHAPTER-2**

### **COMPANY OVER VIEW**

#### **2.1 An overview of Grameenphone Ltd.**

Grameenphone the leading telecommunications operator of Bangladesh is part of Telenor Group which has presence in 13 markets across Europe and Asia. Before Grameenphone's inception, the phone was for a selected urbanized few. The cell phone was a luxury: a flouting accessory for the select elite. The mass could not contemplate mobile telephony as being part of their lives.

Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to "Rural phone". Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone was the first operator to introduce GSM Technology in this country. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first operator to cover 99% of the country's people with network. Since its inception Grameenphone has built the largest cellular network in the country with over 9700 base stations. Presently, nearly 99 percent of the country's population is within the coverage area of the Grameenphone network. Grameenphone has always been a pioneer in introducing new products and services in the local telecom market.

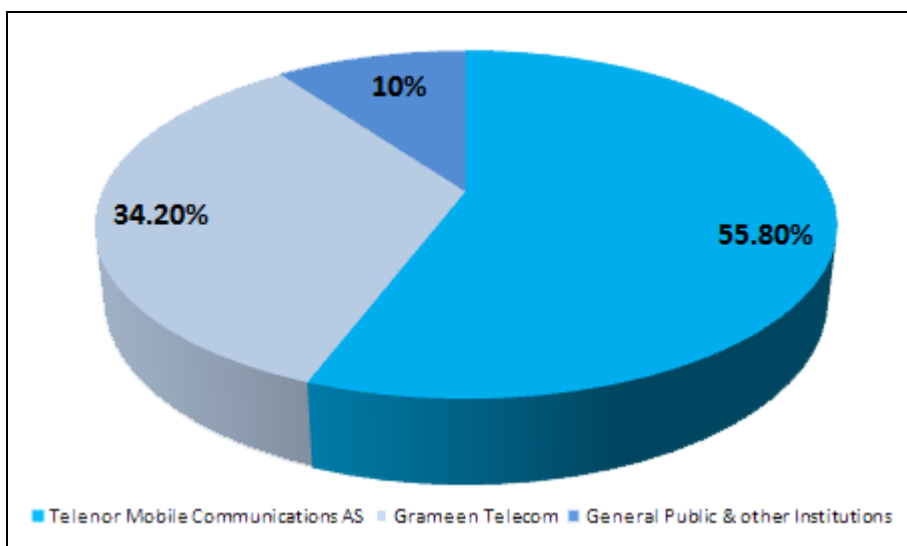
Grameenphone was also the first telecommunication operator in Bangladesh to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. In October 2013 the company launched 3G services commercially. The entire Grameenphone network is 3G/EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently over 15 million Internet users in the Grameenphone network.

Today, Grameenphone is the leading and largest telecommunications service provider in Bangladesh with more than 55 million subscribers as of October, 2015.

- ❖ Grameenphone has so far invested more than BDT 26,830 crore to build the network infrastructure
- ❖ Grameenphone is one of the largest taxpayers in the country, having contributed more than BDT 43,890 crore in direct and indirect taxes to the Government Exchequer over the years
- ❖ There are now more than 1600 GP Service Desks across the country covering nearly all upazilas of all districts and 94 Grameenphone Centers in all the divisional cities
- ❖ Grameenphone has about 4700 full and temporary employees
- ❖ 500,000 people are directly dependent on Grameenphone for their livelihood, working for the Grameenphone dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others

## **2.2 Company Profile**

Grameenphone Ltd. is the largest mobile telecommunications operator in Bangladesh in terms of revenue, coverage and subscriber base. The company was incorporated on 10 October 1996 as a private limited company. Grameenphone converted to a public limited company on 25 June 2007. The company became stock listed and started its trading at Dhaka and Chittagong Stock Exchanges from 16 November 2009. The shareholding structure comprises of mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10.00% shareholding includes General public & other institutions.



Source: Grameenphone web site

**Fig. 5: Grameenphone Share holder**

Grameenphone Ltd. is a leading provider of telecommunications services of Bangladesh. The company operates a digital mobile telecommunications network based on the GSM standard in the 900 MHz, 1800 MHz and 2100 Mhz frequency bands, under license granted by the Bangladesh Telecommunication Regulatory Commission (BTRC). The table below gives an overview of the mobile spectrum licenses held by Grameenphone:

**Table 1: Spectrum, Bandwidth and Expiry**

Spectrum	Bandwidth (MHz)	Expiry
900 MHz	2×7.4	2026
1800 MHz	2×7.2 + 2×7.4	2026
2100 MHz	2×10	2028

Source: Grameenphone web site

Grameenphone serves both rural and urban customers across Bangladesh, where mobile telephony is a major driver of socioeconomic development. The company envisions providing the power of digital communication, enabling everyone to

improve their lives, build societies and secure a better future for all. The company also has always been a pioneer in introducing new products and services in the local telecom market.

Grameenphone built its network on a nationwide basis. As of December 2015, Grameenphone's network covered more than 99% of Bangladesh's population and 90% of the total land area, and the network infrastructure included more than 10,068 sites in operation around the country.

Grameenphone has so far invested more than BDT 278 Billion to build the network infrastructure. It is one of the largest taxpayers in the country, having contributed more than BDT 465 billion in direct and indirect taxes to the Government Exchequer over the years.

### **2.3 The shareholders**

The shareholding structure comprises of mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10.00% shareholding includes General Public (2.89%), Foreign (2.10%) and Other Institutions (5.01%) as of 31 December 2015.

The right and contemporary use of technology is the key to the progress of a nation. Keeping this in mind, Grameenphone always brings the future proof technology in order to facilitate your progress.

The possibilities in this new world are immense and someone as bright as you should not be behind in anyway. At the end of the day, all the individual progresses accumulate to the progress of the beloved motherland.

Grameenphone promises you to bring the best of communication technologies so that you can **Go Beyond**.

## **2.4 Mission**

*We are here to help our customers*

We exist to help our customers get the full benefit of being connected. Our success is measured by how passionately they promote us.

## **2.5 Vision**

*Empower societies*

We provide the power of digital communication, enabling everyone to improve their lives, build societies and secure a better future for all.

## **2.6 Values**

*Make It Easy*

*Keep Promises*

*Be Inspiring*

*Be Respectful*

## **2.7 Brand promise**

*Go Beyond*

# CHAPTER-3

## TERRITORY OVERVIEW

### 3.1 Thakurgaon Sadar Territory at a glance

Grameenphone has divided 229 Territory over Bangladesh for smooth business operation. Among these Thakurgaon Sadar is one of the Territory.

#### 3.1.1 Geography

Thakurgaon is in the North West corner of Bangladesh, it is about 467 km from Dhaka, the capital of Bangladesh. It is surrounded by Dinajpur district on its south, Panchagarh district to the east and India on its west and north sides, it is a part of the Himalayan plain land.

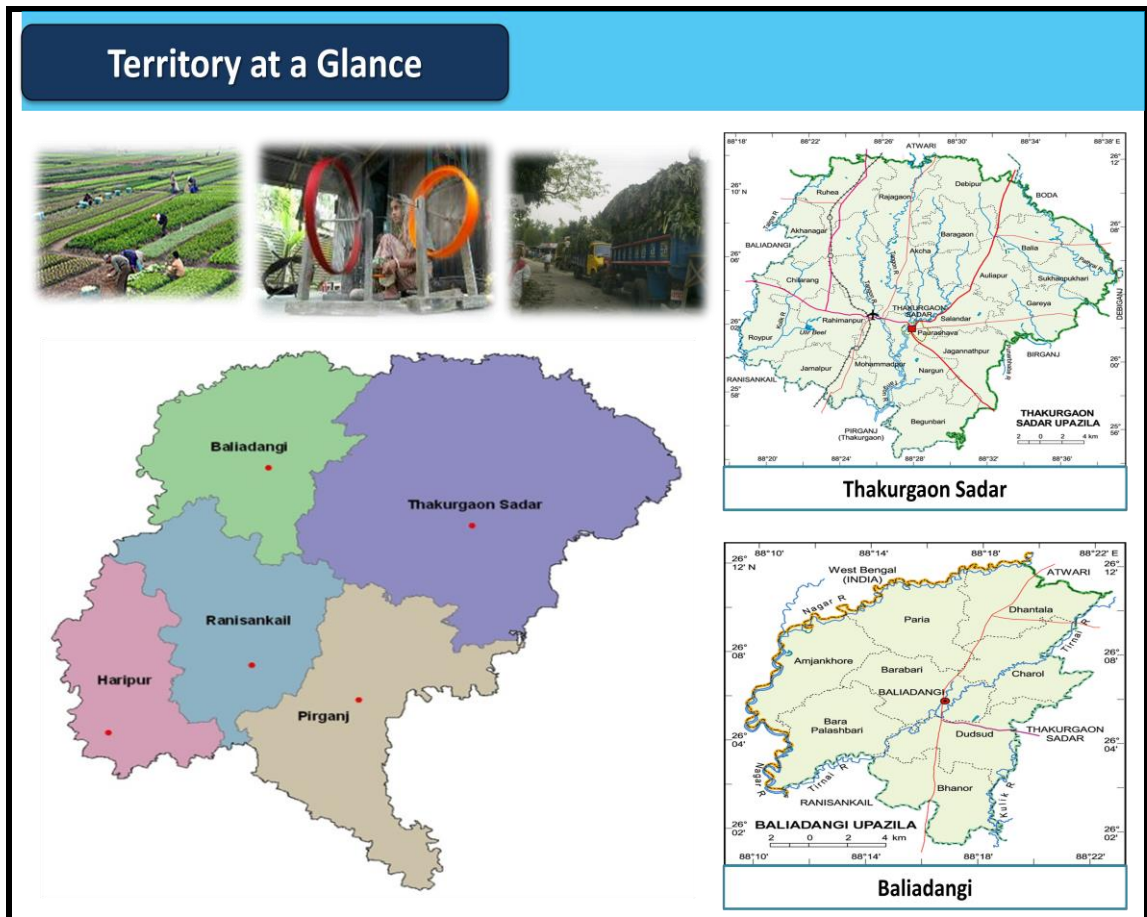


Fig. 6: Thakurgaon Sadar Territory



### **3.1.2 Economy**

In Bangladesh as a whole agriculture is the basis of the economy, and Thakurgaon has been striving for a long time to be economically productive, agriculture forming a major part of the districts economy. Thakurgaon produces many agricultural products, such as rice, wheat, sugarcane, seasonal vegetables and fruits etc. The sugarcane plantation - TSM (Thakurgaon Sugar Mill)--is part of the BSFIC. These become the main livelihood of the native. Poultry firms are quite productive business in Thakurgaon, there are several cold-stores in the district. Different businesses for producing and repairing agricultural tools have grown up.

However the community's distance from the capital causes difficulties in getting sufficient technical and logistic support and in transporting local products to the national market. It is not easy for the investors to set up their business far away from the center of national trade and commerce.

### **3.1.3 Territory Information**

Territory Name	:	Thakurgaon Sadar
Thana (with Union)	:	Thakurgaon Sadar(14) & Baliadangi(8)
Population	:	893899
Geographical Area	:	967 Sq Km
Main Income Source	:	Agriculture & seasonal fruits
Total Subscribers	:	350000
Total Internet Subscribers:	:	28% on total subscriber
Total Internet revenue:	:	8% on total revenue
Total Point Of sale	:	1750
Total service point	:	40
Daily Internet sale retailers:	:	320 or 18% (Average)

## CHAPTER-4

### About 3G, Internet Package and Device

#### 4.1 About 3G?

- ❖ 3G refers to the third generation of wireless technology.
- ❖ The 3G network enabled you to make video calls, watch live TV, access high speed internet and enjoy live streaming for an enhanced mobile internet experience.



Fig. 7: 3G Advertisement

#### What are the benefits of 3G?

With 3G you should be able to do the following

- ❖ Multimedia streaming & download
- ❖ High speed mobile broadband
- ❖ Video calling
- ❖ Live streaming TV
- ❖ Download of large email attachments very fast
- ❖ Video call conference

## Is 3G Different from 2G?

Yes, Grameenphone 3G is different from 2G. Grameenphone 3G network will run on best in class HSPA technology to give you access to high speed internet, video call and richer multimedia experience within 3G coverage area.

## What are the prerequisites of 3G high speed data?

3G can be experienced as long the subscriber has opted in for a 3G data pack over a 3G compatible mobile handset or dongle and within 3G coverage areas.

### 4.1.1 3G Device

#### How we are access internet?

Basically internet accesses are two types—

Mobile browsing and

Laptop/PC browsing

Beside any 3G enable hand set GP has come up with its own solution with co-branded smartphones! These co-branded handsets are being introduced into the market at the lowest possible price to ensure our customers get a true smartphone experience.

There are currently two attractive smartphones in the portfolio:



Fig. 8: Grameenphone 3G mobile handset

You need to get a 3G internet modem and Grameenphone sim.








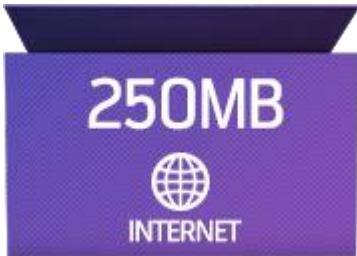
**Fig. 9: Grameenphone Modem and Router**

## **4.2 Internet Packages**



Package Type

- ❖ Volume Packs
- ❖ Social Packs
- ❖ Smart Packs
- ❖ Heavy Browsing Packs





**Volume Packs:**


 <p><b>4MB</b> INTERNET</p>	 <p><b>35MB</b> INTERNET</p>
<p>PRICE :TK. 2</p> <p><b>4 MB</b></p> <p><b>Volume :</b> 4MB and 2 MMS</p> <p><b>Validity :</b> 1 Day</p> <p><b>Valid For :</b> Prepaid, Postpaid</p> <p>3620 ratings</p>	<p>PRICE :TK. 15</p> <p><b>35 MB</b></p> <p><b>Volume :</b> 35 MB</p> <p><b>Validity :</b> 7 Days</p> <p><b>Valid For :</b> Prepaid, Postpaid</p> <p>271 ratings</p>
 <p><b>75MB</b> INTERNET</p>	 <p><b>100MB</b> INTERNET</p>
<p>PRICE :TK. 30</p> <p><b>75 MB</b></p> <p><b>Volume :</b> 75 MB</p> <p><b>Validity :</b> 7 Days</p> <p><b>Valid For :</b> Prepaid, Postpaid</p> <p>3526 ratings</p>	<p>PRICE :TK. 45</p> <p><b>100 MB</b></p> <p><b>Volume :</b> 100 MB</p> <p><b>Validity :</b> 30 Days</p> <p><b>Valid For :</b> Prepaid, Postpaid</p> <p>1821 ratings</p>
 <p><b>200MB</b> INTERNET</p>	 <p><b>250MB</b> INTERNET</p>
<p>PRICE :TK. 65200 MB</p> <p><b>Volume :</b> 200 MB</p>	<p>PRICE :TK. 99</p> <p><b>250 MB</b></p>

<p><b>Validity : 7 Days</b>  <b>Valid For : Prepaid, Postpaid</b>  293 ratings</p>	<p><b>Volume : 250 MB</b>  <b>Validity : 28 Days</b>  <b>Valid For : Prepaid, Postpaid</b>  2743 ratings</p>
<div data-bbox="292 468 651 725" data-label="Image"> <p>The icon for the 500MB offer is a blue rectangular box with a white globe icon in the center. Above the globe, the text '500MB' is written in large white letters, and below the globe, the word 'INTERNET' is written in smaller white letters. The box has a dark blue top flap.</p> </div> <p>PRICE :TK. 175  <b>500 MB</b>  <b>Volume : 500 MB</b>  <b>Validity : 28 Days</b>  <b>Valid For : Prepaid, Postpaid</b>  610 ratings</p>	<div data-bbox="895 468 1254 725" data-label="Image"> <p>The icon for the 1GB offer is a green-to-blue gradient rectangular box with a white globe icon in the center. Above the globe, the text '1GB' is written in large white letters, and below the globe, the word 'INTERNET' is written in smaller white letters. The box has a dark green top flap.</p> </div> <p>PRICE :TK. 275  <b>1 GB</b>  <b>Volume : 1GB</b>  <b>Validity : 28 Days</b>  <b>Valid For : Prepaid, Postpaid</b>  3934 ratings</p>
<div data-bbox="292 1133 651 1391" data-label="Image"> <p>The icon for the 2GB offer is a green-to-blue gradient rectangular box with a white globe icon in the center. Above the globe, the text '2GB' is written in large white letters, and below the globe, the word 'INTERNET' is written in smaller white letters. The box has a dark green top flap.</p> </div> <p>PRICE :TK. 350  <b>2 GB</b>  <b>Volume : 2GB</b></p>	<div data-bbox="895 1133 1254 1391" data-label="Image"> <p>The icon for the 4GB offer is a purple-to-red gradient rectangular box with a white globe icon in the center. Above the globe, the text '4GB' is written in large white letters, and below the globe, the word 'INTERNET' is written in smaller white letters. The box has a dark purple top flap.</p> </div> <p>PRICE :TK. 500  <b>4 GB</b>  <b>Volume : 4 GB</b></p>
<p><b>Validity : 28 Days</b>  <b>Valid For : Prepaid, Postpaid</b>  5361 ratings</p>	<p><b>Validity : 28 Days</b>  <b>Valid For : Prepaid, Postpaid</b>  824 ratings</p>

 <p>PRICE :TK. 950</p> <p><b>8 GB</b></p> <p><b>Volume :</b> 8 GB</p> <p><b>Validity :</b> 28 Days</p> <p><b>Valid For :</b> Prepaid, Postpaid</p> <p>2795 ratings</p>	 <p>PRICE :TK. 2000</p> <p><b>20 GB</b></p> <p><b>Volume :</b> 20 GB</p> <p><b>Validity :</b> 30 Days</p> <p><b>Valid For :</b> Prepaid, Postpaid</p> <p>1480 ratings</p>
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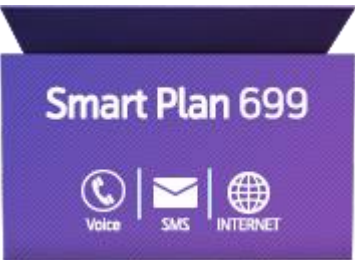
**Social Packs:**

 <p>PRICE :TK. 15</p> <p><b>Weekly Video pack</b></p> <p><b>Volume :</b> 150 MB</p> <p><b>Validity :</b> 7 Days</p> <p><b>Valid For :</b> Prepaid</p> <p>73 ratings</p>	 <p>PRICE :TK. 5</p> <p><b>Daily Heavy Video pack</b></p> <p><b>Volume :</b> 40 MB</p> <p><b>Validity :</b> 1 Day</p> <p><b>Valid For :</b> Prepaid</p> <p>34 ratings</p>
 <p>PRICE :TK. 2</p> <p><b>Daily Video pack</b></p>	 <p>PRICE :TK. 1</p> <p><b>Facebook 1 Day</b></p>



<p><b>Volume :</b> 10 MB  <b>Validity :</b> 1 Day  <b>Valid For :</b> Prepaid  35 ratings</p>	<p><b>Volume :</b> 20MB (Facebook and Messenger, ComoYo)  <b>Validity :</b> 1 Day  <b>Valid For :</b> Prepaid  4505 ratings</p>
 <p>PRICE :TK. 5  <b>Facebook 7 Days</b>  <b>Volume :</b> 75MB (Facebook and Messenger, ComoYo)  <b>Validity :</b> 7 Days  <b>Valid For :</b> Prepaid  156 ratings</p>	 <p>PRICE :TK. 9<u>BUY</u>  <b>Facebook 14 Days</b>  <b>Volume :</b> 150MB (Facebook and Messenger, ComoYo)  <b>Validity :</b> 14 Days  <b>Valid For :</b> Prepaid  1845 ratings</p>
 <p>PRICE :TK. 15  <b>Facebook 28 Days</b>  <b>Volume :</b> 300MB (Facebook and Messenger, ComoYo)  <b>Validity :</b> 28 Days  <b>Valid For :</b> Prepaid  243 ratings</p>	

**Smart Packs:**



 <p>PRICE :TK. 299</p> <p><b>Smart Plan 299</b></p> <p><b>Volume</b> : 500MB Internet, 200 minutes voice call (any local number), 200 SMS (GP-GP), 200 MMS</p> <p><b>Validity</b> : 30 Days</p> <p><b>Valid For</b> : Prepaid, Postpaid</p> <p>0 rating</p>	 <p>PRICE :TK. 499</p> <p><b>Smart Plan 499</b></p> <p><b>Volume</b> : 1 GB Internet, 400 minutes voice call (any local number), 400 SMS (GP-GP), 400 MMS</p> <p><b>Validity</b> : 30 Days</p> <p><b>Valid For</b> : Prepaid, Postpaid</p> <p>2065 ratings</p>
 <p>PRICE :TK. 699</p> <p><b>Smart Plan 699</b></p> <p><b>Volume</b> : 2 GB Internet, 600 minutes voice call (any local number), 600 SMS (GP-GP), 600 MMS</p> <p><b>Validity</b> : 30 Days</p> <p><b>Valid For</b> : Prepaid, Postpaid</p> <p>1638 ratings</p>	

## Heavy Browsing Packs:

 <p><b>PRICE :TK. 1250</b></p> <p><b>12 GB</b></p> <p><b>Volume : 12 GB</b></p> <p><b>Validity : 28 Days</b></p> <p><b>Valid For : Prepaid, Postpaid</b></p> <p>0 rating</p>	 <p><b>PRICE :TK. 250</b></p> <p><b>Night 2GB</b></p> <p><b>Volume : 2GB internet from 12:00AM to 10:00AM</b></p> <p><b>Validity : 28 Days</b></p> <p><b>Valid For : Prepaid</b></p> <p>2774 ratings</p>
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## 4.3 Trigger Based Internet Package activation through Retailer



# রিচার্জেই অ্যাস্টিভ

ইন্টারনেট ও মিনিট প্যাক

ইন্টারনেট প্যাক		
রিচার্জ মূল্য <small>(সম্পূর্ণ বাকি, ছাড়া ১০ সেকেন্ডের চার্জ)</small>	প্যাকেজ	মেয়াদ
১২ <sup>৳</sup>	ফেসবুক প্যাক	১৪ দিন
২২ <sup>৳</sup>	60MB	১০ দিন
৩৬ <sup>৳</sup>	75MB	০৭ দিন
৫৬ <sup>৳</sup>	100MB	৩০ দিন
৮১ <sup>৳</sup>	200MB	০৭ দিন
১১৯ <sup>৳</sup>	250MB	২৮ দিন
১৮১ <sup>৳</sup>	1GB	০৭ দিন
২১১ <sup>৳</sup>	500MB	২৮ দিন
২৯৯ <sup>৳</sup>	ত্রৈমাসিক 2GB	২৮ দিন
৩২৯ <sup>৳</sup>	1GB	২৮ দিন

ইন্টারনেট প্যাক		
রিচার্জ মূল্য <small>(সম্পূর্ণ বাকি, ছাড়া ১০ সেকেন্ডের চার্জ)</small>	প্যাকেজ	মেয়াদ
৪১৯ <sup>৳</sup>	2GB	২৮ দিন
৫৯৯ <sup>৳</sup>	4GB	২৮ দিন
১১৩৬ <sup>৳</sup>	8GB	২৮ দিন
১৪৯৪ <sup>৳</sup>	12GB	২৮ দিন
২৩৮৯ <sup>৳</sup>	20GB	৩০ দিন

মিনিট প্যাক		
রিচার্জ মূল্য <small>(সম্পূর্ণ বাকি, ছাড়া ১০ সেকেন্ডের চার্জ)</small>	বিবরণ	মেয়াদ
১৩ <sup>৳</sup>	৪০ মিনিট (জিপি - জিপি)	১৬ ঘণ্টা
২৪ <sup>৳</sup>	৭০ মিনিট (জিপি - জিপি)	১ দিন ১৪ ঘণ্টা
৪৩ <sup>৳</sup>	১০০ মিনিট (জিপি - জিপি)	৩ দিন
৫৩ <sup>৳</sup>	১০০ মিনিট (জিপি-জিপি)+৫০টি SMS	৭ দিন
৭৮ <sup>৳</sup>	১০০ মিনিট (যেকোনো লোকাল অপারেটর)	৭ দিন
৯৭ <sup>৳</sup>	৩০০ মিনিট (জিপি - জিপি)	৭ দিন
২৩১ <sup>৳</sup>	৭৫০ মিনিট (জিপি - জিপি)	১৫ দিন

• প্যাকেজ মূল্য, সম্পূর্ণ বাকি, ছাড়া ১০ সেকেন্ডের চার্জ। প্রতিটি প্যাকেজের টার্ম অ্যান্ড কন্ডিশন প্রোগ্রামের ওয়েবসাইটে দেখা যাবে।  
 • প্রোগ্রামের SIM কার্ডে ইন্টারনেট প্যাকেজের বিবরণ দেখা যাবে।  
 • প্যাকেজের মেয়াদ শেষ হলে প্যাকেজের মূল্য ফেরত দেওয়া হবে।  
 • প্যাকেজের মেয়াদ শেষ হলে প্যাকেজের মূল্য ফেরত দেওয়া হবে।  
 • প্যাকেজের মেয়াদ শেষ হলে প্যাকেজের মূল্য ফেরত দেওয়া হবে।  
 • প্যাকেজের মেয়াদ শেষ হলে প্যাকেজের মূল্য ফেরত দেওয়া হবে।



Fig. 10: Rechargei activation poster for retailer

## 4.4 Internet activation through Flexi Plan

This feature is online internet activation tools or apps

### FLEXI PLAN

Flexi Plan: Make your plan & get special GP BONUS. For Prepaid & Postpaid customers.

**INTERNET**  
Select Any >  
**100 MB**

0 MB 50 MB **100 MB** 250 MB  
500 MB 1GB 2GB

**TALK-TIME**  
Select Any >  
**100 Min**

0 25 50 **100**  
300 500 1000

Any Network  
 GP-GP

**VALIDITY**  
**7 Days**

1 **7** 30

**SMS**  
**100 SMS**

0 10 20 50 **100**  
200 500

**74% SAVINGS**  
TK 62.11  
Including SC, SD & VAT

**BUY NOW** >

Share on Facebook

INTERNET: 100 MB  
TALK-TIME: 100 Min  
SMS: 100

[Reset](#)

### YOUR FLEXI PLAN

[Back](#)

Buy 200 SMS & Save 79%

<b>INTERNET</b>	100 MB
<b>TALK-TIME(GP-GP)</b>	100 Min
<b>SMS</b>	100 SMS
<b>VALID DAYS</b>	7 DAYS
<b>SAVINGS</b>	74%
<b>Total (Including SC, SD &amp; VAT)</b>	TK 62.11

**Mobile number:**

e.g. - 0171xxxxxxx

**CONTINUE** >

Fig. 11: Flexi Plan online tools or apps

## **CHAPTER-5**

### **FINDINGS OF THE REPORT AND ANALYSIS**

#### **5.1 Computerized Databases**

Computerized database may be classified as online, Internet or offline. From computerized database of company or distribution end, we get some required data then analysis and finally take following decision.

#### **5.2 Popular package**

Volume Packs:

Retail Trigger Sales: 60MB pack, Price 22tk, Validity 10 Days.

Customer Self activation: 75MB, 30tk, Validity 7 Days.

Social Packs:

Retail Trigger Sales activation: Facebook Pack, Price 12tk and Validity 14 Days.

Customer Self activation: Facebook Pack, Price 1tk and Validity 1 Day.

Smart Packs:

Customer Self activation: Smart Plan 499Tk, 1 GB Internet, 400 minutes voice call (any local number), 400 SMS (GP-GP), 400 MMS.

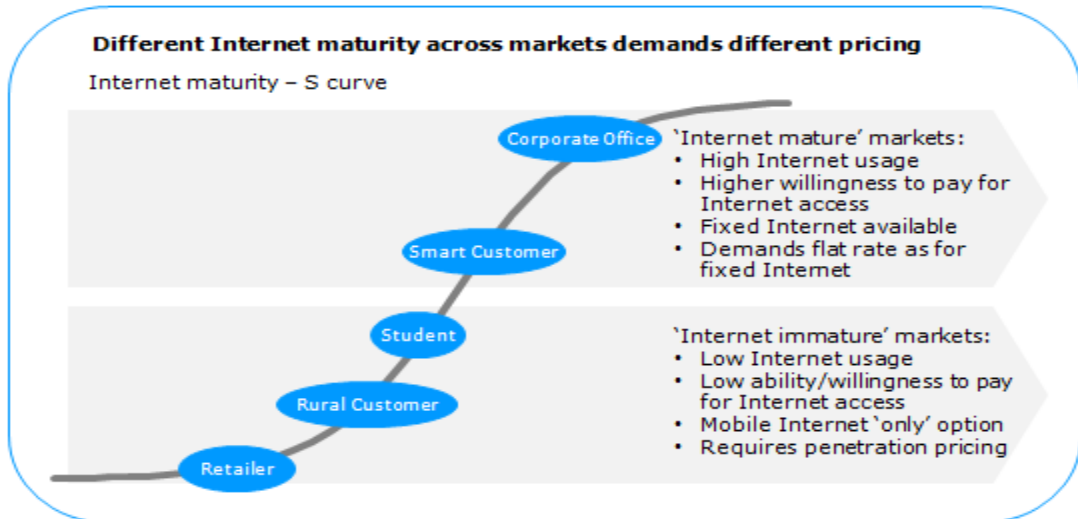
Heavy Browsing Packs:

Retail Trigger Sales activation: Night 2GB Pack, Price 299tk and Validity 28 Days.

Customer Self activation: Night 2GB Pack, Price 250tk and Validity 28 Days.

#### **5.3 Decision Making:**

In above discussions we find that in rural segment customer's buying capacity is low. About 60% internet customers are delighted for 60MB-75MB pack which price range is 10tk-30tk and Validity 7days-15days for Volume pack. Mainly they are uses face book and others social web site. About 25% internet customers are rural and 75% internet customers are Urban.



**Fig. 12: Segmentation over Internet pricing**

Continuously focus below important things --

- ❖ Spread internet knowledge in distribution field force and retailers.
- ❖ Frequently arrange Internet event or Mela in rural area especially School, College, Hat, Bazar, local Mela, etc.
- ❖ Advertised in local media, ATL, BTL.
- ❖ Competition among retailer and customer.



**Fig. 13: Internet knowledge sharing and event or Mela**

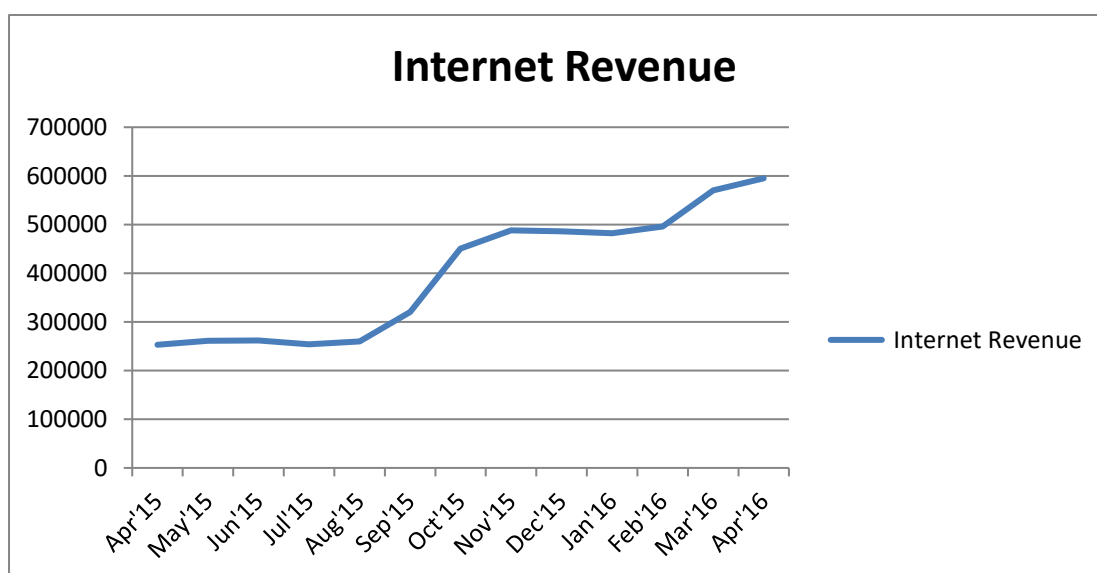
There are 18% BTS covered 3G network on (Apr-Sep) 2015. Customers were get start 3G experience. They were known about 3G, video call, High speed data network, Modem, router etc. in rural area. Day by day customers are well known and use internet service. By this time 3G network coverage are increase and internet revenue growth are also increase. Below is the internet revenue on retail base--

**Table 2: Internet revenue per month over 3G network**

Year	Month	Internet Revenue	3G Network coverage over whole network.
2015	April	253000	18%
	May	260897	
	June	261786	
	July	254004	
	August	260000	
	September	320432	
	October	450790	33%
	November	488323	
	December	486385	
2016	January	482437	47%
	February	495990	
	March	570379	
	April	595000	

Source: Distribution House Thakurgaon

**Graphical Representation:**

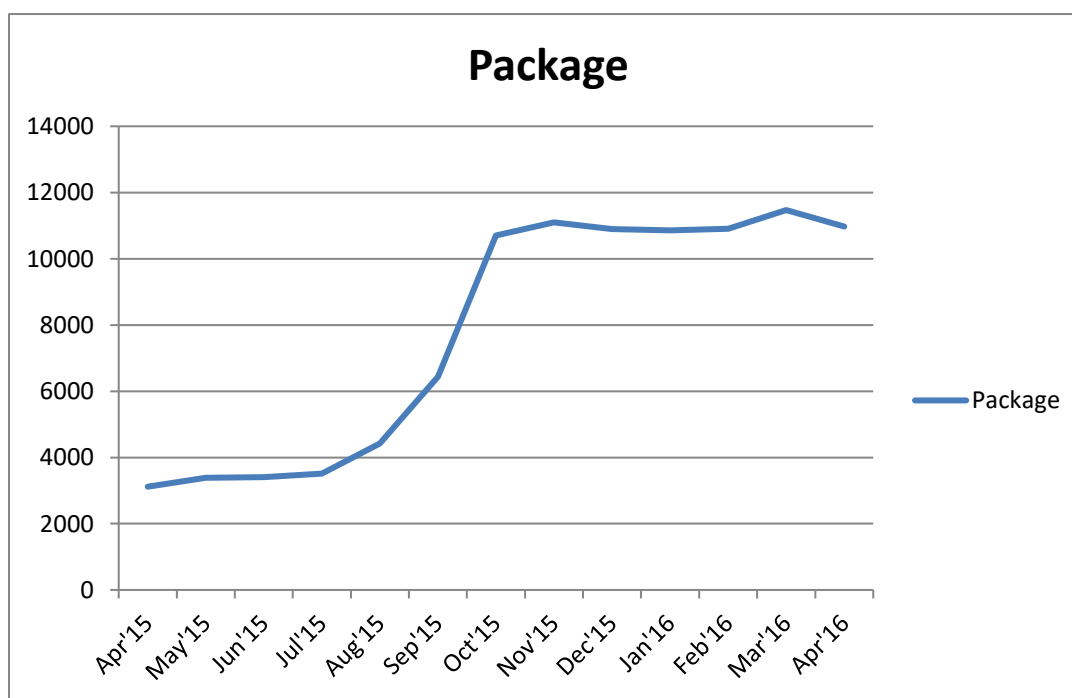


**Table 2: Internet package sale per month over 3G network**

Year	Month	Package Qnt.	3G Network coverage over whole network.
2015	April	3118	18%
	May	3391	
	June	3403	
	July	3509	
	August	4422	
	September	6440	
	October	10705	33%
	November	11101	
	December	10899	
2016	January	10857	47%
	February	10901	
	March	11470	
	April	10976	

Source: Distribution House Thakurgaon

**Graphical Representation:**



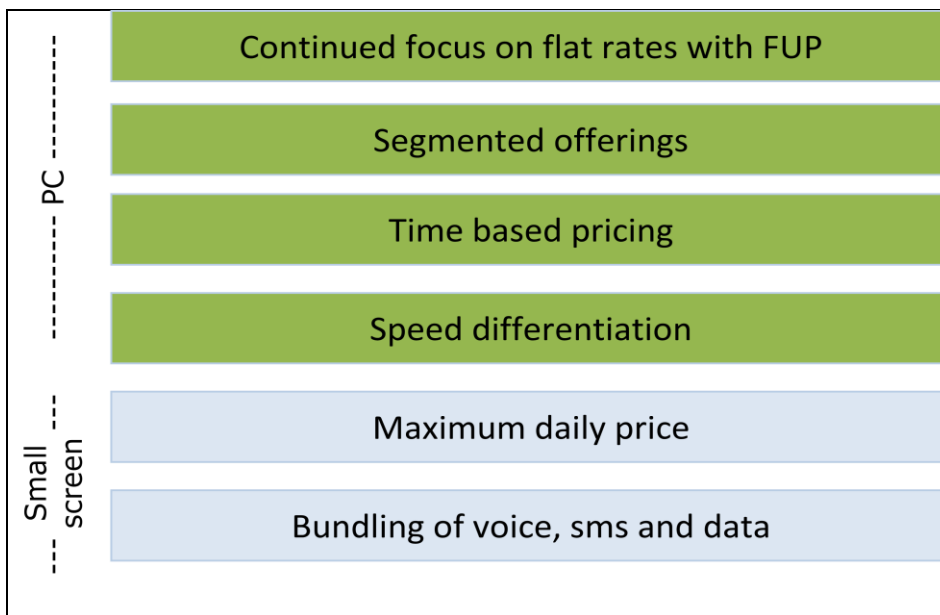
## CHAPTER-6

### FINDINGS, SUGGESTION AND CONCLUSION

#### 6.1 Our Findings:

- ❖ High-cost and low-reliability of Internet access: The cost of Internet access in Bangladesh is high and the connection also is not very stable. Lack of reliable communications infrastructure and insufficient bandwidth are also factors hampering effective take-up of Internet services.
- ❖ Standardization of Bengali language: Currently, there has been some standardization for the use of Bangla in the electronic format. But most of internet site are made in English or others language. Our native people can't understand and operate Internet without their own language.
- ❖ Low ability/willingness to pay for Internet access
- ❖ Lack of Information on Internet Package (Price, Volume, Validity), Flexi Plan tools.
- ❖ In some location network speed is fluctuating for 2G and 3G collations.
- ❖ Low ability/willingness to pay for buying mobile handset

We see six major trends for mobile Internet pricing short term



**Fig. 14: Internet pricing analysis**



## **6.2 Recommendations:**

Different Internet maturity across markets demands depend on different pricing, usage limit, network quality, segmentation base package etc. customers

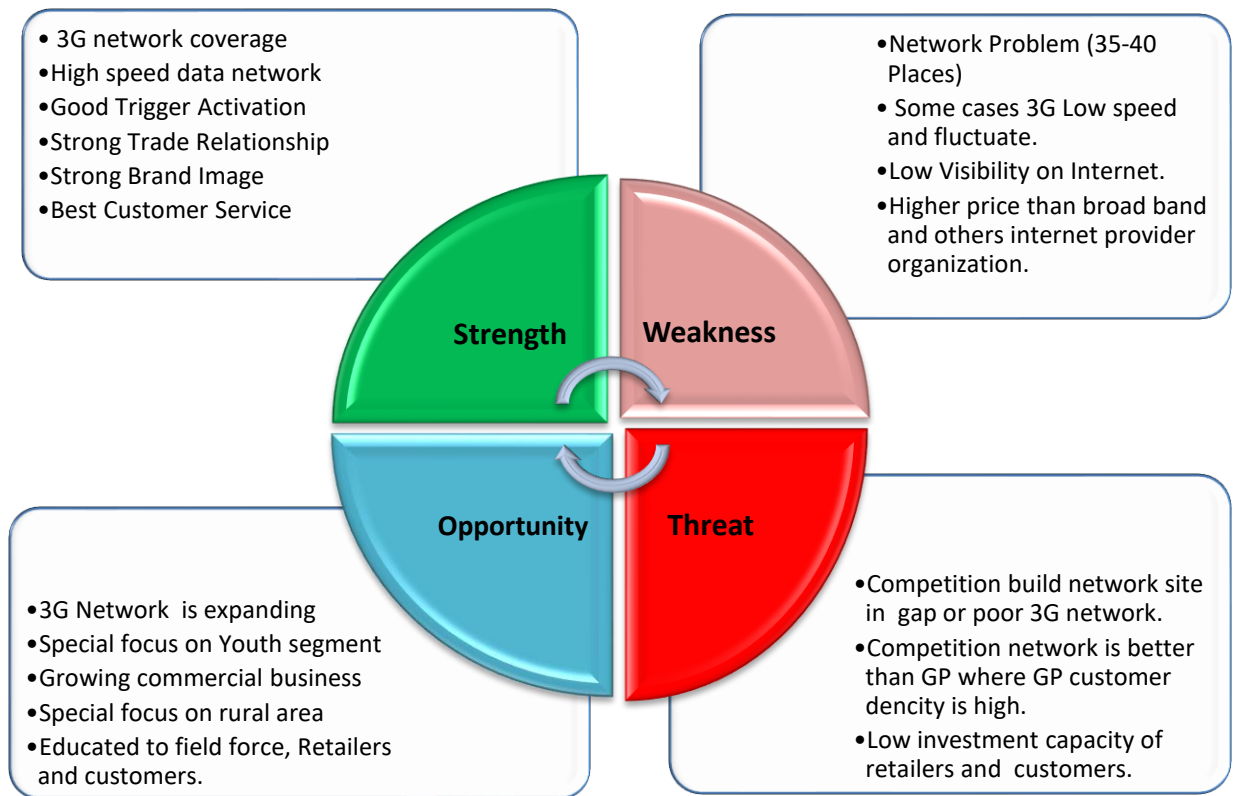
### **‘Internet mature’ markets i.e. Main Sadar Market**

- ❖ Unlimited Internet usage
- ❖ Higher willingness to pay for Internet access but they want to stable and high speed 3G network
- ❖ Fixed Internet speed available
- ❖ Demands flat rate as for fixed Internet
- ❖ Need everywhere stable 3G network.

### **‘Internet immature’ markets i.e. Rural Market**

- ❖ Need free internet zone at rural area for enhance positive customer’s experience.
- ❖ Requires penetration pricing
- ❖ Need immediate 3G coverage (confuse 2G and 3G data speed)
- ❖ Grameenphone should arrange more seminars, workshops and more campaign to create awareness for customer, especially rural customer.
- ❖ Arrange Hands on training for every retailer/sales executive, so that they can provide internet service and solve any error instantly.
- ❖ Need Youth and student base package so that they can encourage his family because they are potential customer.

### 6.3 SWOT analysis



**Fig. 15: SWOT analysis on internet market**

### 6.4 Conclusion

Grameenphone has been working at all ends to break down entry barriers for customers to access data and get the full benefits of the internet. Initially the main barriers were network access, relevant content, data tariffs, and affordable devices. Expansion of 3G sites across the country, the launch of digital services and digital apps like WowBox, My Study, KrishiSheba, GP Music, and a relook at data tariffs and data offerings like EasyNet has helped smoothen things along the way. Rural market prospect is high than the other segment market. It is possible to earn more revenue from rural market. Day by day rural customers are aware about internet uses and benefit. Grameehphone expect that Bangladesh will develop along with modern world through the uses of Internet.

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