

AN INTERNSHIP REPORT

ON

“Marketing Strategy of Teletalk Bangladesh Limited”

This report is submitted to the faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur as a partial requirement for the fulfillment of degree of Masters of Business Administration (Evening) program-2016.

SUBMITTED BY

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MBA (Evening), 2nd Batch
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SUPERVISED BY

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FACULTY OF BUSINESS STUDIES
HAJEE MOHAMMAD DANESH SCIENCE AND TECHNOLOGY
UNIVERSITY, DINAJPUR-5200.

April, 2016

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**FACULTY OF BUSINESS STUDIES
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UNIVERSITY, DINAJPUR-5200.**

April, 2016



Zonal In-charge (Sales & Service)
Teletalk Bangladesh Limited
Rangpur.

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TO WHOM IT MAY CONCERN

This is to certify that **Md. Nuruzzaman** student of MBA (Evening), Major in Marketing, Student ID No. E130501008, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur has successfully completed his internship for the period 45 days from 06 March, 2016 to 20 April, 2016 at “**Sales & Distribution Circle, Rangpur Zone of Teletalk Bangladesh Limited**”. He has assigned with a project work titled “**Marketing Strategy of Teletalk Bangladesh Limited**” as a part of fulfillment for an award of MBA (Evening) degree of Hajee Mohammad Danesh Science and Technology University Dinajpur.

During his internship period we found him hard working, polite and sincere to his assigned duties.

We wish him every success for the days to come.

.....
(Md. Alvi Islam)

Zonal In-charge (Sales & Service)
Teletalk Bangladesh Limited,
Rangpur.

LETTER OF TRANSMITTAL

24 April, 2016

Sourav Paul Chowdhury
Assistant Professor
Department of Management
Hajee Mohammad Danesh Science and Technology University,
Dinajpur-5200

Subject: Submission of internship report for Completion of course MBA (Evening), Major in Marketing.

Sir,

This is to inform you that, I have completed the internship report. The report titled "Marketing Strategy of Teletalk Bangladesh Limited".

In making of this report, I have followed all your specific instructions involving report writing so as to present my views and in the easiest manner. However, I will be glad to clarify any discrepancy that may arise.

Sincerely yours

.....
Md. Nuruzzaman
Student ID=E130501008
MBA (Evening), Major in Marketing
Batch=02, Semester=05
Hajee Mohammad Danesh Science and Technology University
Dinajpur-5200

CERTIFICATE OF SUPERVISOR

This is to certify that **Md. Nuruzzaman** a student of MBA (Evening), Major in Marketing, Faculty of Business Studies, Batch: 02, Semester: 05, bearing Roll No.: E130501008 prepare an internship report entitled on “**Marketing Strategy of Teletalk Bangladesh Limited**” (A study on Sales & Distribution circle in Rangpur Zone) under my supervision. I have gone through the draft copy of the report. Thoroughly found it satisfactory for submission as a partial requirement for the fulfillment of MBA (Evening) degree.

I wish him every success for the days to come.

.....
Sourav Paul Chowdhury
Assistant Professor & Supervisor
Department of Management
Faculty of Business Studies
Hajee Mohammad Danesh Science and
Technology University, Dinajpur-5200

CERTIFICATE OF CO-SUPERVISOR

This is to certify that **Md. Nuruzzaman** a student of MBA (Evening), Major in Marketing, Faculty of Business Studies, Batch: 02, Semester: 05, bearing Roll No.: E130501008 prepare an internship report entitled on “**Marketing Strategy of Teletalk Bangladesh Limited (A study on Sales & Distribution circle in Rangpur Zone)**” under my supervision. I have gone through the draft copy of the report. Thoroughly found it satisfactory for submission as a partial requirement for the fulfillment of MBA (Evening) degree.

I wish him every success for the days to come.

.....
Mahabuba Aktar
Assistant Professor & Co-Supervisor
Department of Finance & Banking
Faculty of Business Studies
Hajee Mohammad Danesh Science and
Technology University, Dinajpur-5200.

STUDENT DECLARATION

I hereby declare that the internship report entitled on **“Marketing Strategy of Teletalk Bangladesh Limited” (A study on Sales & Distribution circle in Rangpur Zone)**, embodies the result of my own research works and efforts, prepared under the supervision of Sourav Paul Chowdhury, Assistant Professor & Supervisor, Department of Management , Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur.

I further affirm that work and information reported in this internship report is original and any part or whole has not been submitted to, in any form, any other University or Institution for any degree or any other purpose.

.....
Md. Nuruzzaman
Student ID: E130501008
MBA (Evening), Major in Marketing
Batch: 02, Semester: 05
Faculty of Business Studies
Hajee Mohammad Danesh Science and
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*Dedicated to
My Parents, Uncle-Aunty
&
Honorable Teacher's*

Acknowledgement

I would like to thank those people who have really helped me, encouraged me and show me the way how to work properly regarding my official task in Teletalk Bangladesh Limited and my project work.

At first I want to thank to my academic supervisor Sourav Paul Chowdhury & Co-Supervisor Mahabuba Aktar , who helped me to choose my internship topics **“Marketing Strategy of Teletalk bangladesh Limited”** as well as provided me the guideline regarding the preparation the internship report and presentation. Than I would like to thank to my on - site supervisor Md. Alvi Islam, Zonal In-charge (Sales & Service), Teletalk Bangladesh Limited, Rangpur. Who helped me in providing suggestion, guideline and information regarding my internship topic **“Marketing Strategy of Teletalk bangladesh Limited ”** Moreover I also want to thank Mr. Md. Habibur Rahaman , GM, Marketing & Sales of Teletalk Bangladesh Limited who give me the opportunity to work in the S&D department. I would like to give thanks to all the employees of S&D department in Teletalk for their active co-operation and willingness to help me at all times. Without them, I do not think the experience would have been as great as it had been. Finally I would like to thank my friends and family member who have given me mental and internship information related support to pursue the whole internship properly.

Executive Summary

Teletalk Bangladesh Limited is one of the key players in telecommunication industry & only 3G network service provider first time in Bangladesh. Teletalk started its business in 26th December, 2004. The total share of Teletalk has owned by the “ Government of the Peoples Republic of Bangladesh”.

Mobile Phone Subscribers in Bangladesh February, 2016

The total number of Mobile Phone subscriptions has reached 135.101 Million at the end of February, 2016

OPERATOR	SUBSCRIBER(IN MILLIONS)
Grameen Phone (GP)	56.132
Banglalink Digital Communications Limited	35.976
Robi Axiata Limited (Robi)	27.553
Airtel Bangladesh Limited(Airtel)	10.351
Teletalk Bangladesh Ltd (Teletalk)	4.257
Pacific Bangladesh Telecom Limited (Citycell)	0.833
Total	135.101

Teletalk is the only operator who is offering 3G technology first time in Bangladesh. So, this is the main strong point of them. Though they 3G service is only available in all division, all district & some thana/upazilas coverage, but network expansion is going on. Besides 3G network of Teletalks is more strong than others operators.

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1.1 Rationale for Internship

As a MBA (Evening) Student, it is required for everyone to remain attached with an organization for a time 7 weeks after completing all the taught courses to relate their academic curriculum to practical working atmosphere which is called internship. An internship program is generally designed for students to grow professionally, experience the real corporate working environment as well as scope & complexity. Moreover, it is a pathway for students go practice professionalism before entering into a serious job. It helps them to build their self-confidence, & interpersonal skills which is important for job market. However, it is also beneficial for both the students & organization to upsurge relationship among them for further opportunities. After successful completion of working with an organization, a report is to be submitted to both on-site supervisor as well as academic supervisor for evaluation.

I strongly believe that the findings & recommendations of the report will surely help Teletalk to know their position in the market.

With the help of my academic supervisor Sourav Paul Chowdhury Assistant Professor, Department of Management, HSTU, Dinajpur. I have performed my internship report on “Marketing Strategy of Teletalk Bangladesh Limited”.

My academic Co-supervisor Mahabuba Aktar, Assistant Professor, Dept. of Finance & Banking. Also Approved the topic & allowed me to prepare the report as part of the fulfillment of internship requirement as well as gave me appropriate guidelines time to time.

1.2 Background of the Report

Teletalk is the only government owned mobile phone operators of the country. This is also the only 3G network service provider first time in Bangladesh. It is also witnessing better growth now. However, growth in the telecommunication industry is showing sings of slowing down. It is important to find out the reasons for the slowdown and how Teletalk managed to regain its better growth rate. Here, I have tried to analyze the marketing strategy of Teletalk Bangladesh Limited.

1.3 Origin of the report

Each professional degree needs practical knowledge of the respective field of discipline to be fruitful. Our MBA program also has an internship program relating to the exchange of theoretical knowledge into the real life practical situation. The report entitled "Marketing Strategy of Teletalk Bangladesh Ltd" originated from the partial fulfillment of the project work. The main purpose of the preparation of the report is due to the partial fulfillment period of the MBA (Evening) program HSTU, Dinajpur.

1.4 Sources of data

This study covered two types of data. Which are:

- Primary data
- Secondary data

Primary data will be collected through a structured questionnaire, constructed specially for this report. such as, Onsite Task, Employee of other unit, Departmental Raw document.

Secondary Data Going through different documents and papers developed by the company personnel and by others are the sources of secondary data. such as, Official Website: www.teletalk.com.bd, BTRC Website: www.btrc.gov.bd, Other website, Different Articles on telecom industry of Bangladesh, Management Profile of Teletalk.

1.5 Objectives

The General objective of the study is to provide an overview of learning of the intern during the Internship report work and fulfill the report requirement. Beside the general objective, the report can be categorized into main objective and specific objectives. The objectives behind this report are mentioned below:

Main Objectives:

The main objective of this study is to prepare a Internship report(which is a partial requirement of the MBA Evening program) on the specified topic working within an organization implementing the knowledge that have been gathered over the past two years at the HSTU, Dinajpur.

Specific Objectives:

The specific objectives of this report are as follows:

- To identify the expectation of the potential customers.
- To understand the gap between the customer's expectation and service offered by the company.
- Developed service quality & Distribution policy.

1.6 Limitations

The study is not free from some practical limitations: Following limitations have faced during the study and the time of working & data collection:

- Time is the main limitation for my study. Due to - Unavailability of sufficient time, the participants will not be able to properly answer of the questions. That's why the findings of the research will not be fully but partially true.
- Some miscommunication with the officers of due organization was also a barrier to prepare this report.
- Due to lack of practical experience, some errors might be occurred during the study. Therefore maximum efforts have given to avoid mistakes.

2.1 Background of Teletalk

The world is becoming closer day by day with the power of technology, internet & telecommunication. There was a time when people used to wait for weeks to communicate with others. The strength of telecommunication industry has removed this distance from each other all over the world. Now Bangladesh has 6 mobile phone operators.

They are Grameenphone(GP), Banglalink, Robi, Airtel, Teletalk & Citycell. Among all the mobile phone operators in Bangladesh, Teletalk is the only domestic and state-owned operator which was incorporated on

December 26, 2004 as a public limited company under the Companies Act, 1994 with an authorized capital of Tk.2000 crore. On the 31 march 2005, they have started their operation officially. On the same day the company obtained Certificate of Commencement of Business. We continue to grow and engage our customers through our clear commitment to offering high quality products and services as well as leading customer retention and loyalty programmers. Teletalk continues to be a part of the revolution that's connecting millions of Bangladeshi people and around the World. Teletalk Bangladesh Limited was established keeping a specific role in mind. Teletalk has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true peoples phone- "Amader Phone".

2.2 Mission and Vision

To innovate and constantly find new ways to enhance our

Services to our customer's current needs and desires for the future. Our vision is to know our customers and meet their needs better than anyone else. To provide mobile telephone service to the people from the public sector To ensure fair competition between public and private sectors and thereby to safeguard Public interest to meet a portion of unmitigated high demand of mobile telephone. To create a new source of revenue for the government.

2.3 Current Market Situation

Teletalk Bangladesh Limited (TBL) have started their first operations in Bangladesh in 2004. The products have been well received and the marketing is the key to the development of its brand image as well as the growth of the customer base. TBL now offering different packages for the customers. Bangladesh is the first South Asian country to adopt cellular technology back in 1993 by introducing Advanced Mobile Phone System. In fact, the Liberalization of Bangladesh's telecommunications sector began back in 1989 but it took several years to launch the services. In 1996 the then government awarded three GSM licenses aimed at breaking the monopoly and making the cellular technology affordable to the general masses. These are six mobile phone operators in Bangladesh. These are Grameenphone (GP), Banglalink, Robi, Airtel, Citycell, and Teletalk. Citycell is the first mobile phone operator in Bangladesh. Today GP is the market leader and Banglalink is the market challenger, in terms of number of subscribers they have, in Bangladesh mobile telecom industry.

In Bangladesh, mobile phone subscribers are increasing very rapidly. In February 2009 total subscriber was 45.21 million which reached 76.43 million at the end of June 2011; at the end of December 2011 the figure reached 85.455 million; at the end of may 2012 the figure reached 92.120 million and finally 135.101 million at the end of February 2016. Teletalk Bangladesh Limited is entering Twelve's years of its operation. Its services have been well received and marketing will be key to the development of brand and product awareness as well as the growth of the customer base. To gain market share in this dynamic environment, Teletalk Bangladesh Limited carefully target specific segment with features that deliver benefits valued by each customer.

2.4 Basic objectives

Basic objectives for which the Company was formed are highlighted here under:

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

2.5 Incorporation of Teletalk

Teletalk Bangladesh Limited (the “Company”) was incorporated on 26 December, 2004 as a public limited company under the Companies Act, 1994 with an authorized capital of Tk. 20,000,000,000 being the only government sponsored mobile telephone company in the country. On the same day the Company obtained Certificate of Commencement of Business. To provide total customer satisfaction the company strives to become the most preferred GSM cellular service provider in Bangladesh. TMIB will achieve this through developing people, products, and services of the highest quality and meeting the needs of its customers, employees, shareholders and the nation.

3.1 Marketing Research

Teletalk possesses good information about the market and knows a great deal about the common attributes of the most prized customer. This information will be leveraged to better understand who is served, what their specific needs are, and how Teletalk can better communicate with them. Using research, we are identifying the specific feature and benefits that our target market segments value. Feedback from market test, surveys and focus group will help us develop the teletalk 2G, On 14 October, 2012.

Teletalk started 3G network first time in Bangladesh. According to Teletalk authority, 3G network expansion work is going on. Initially, they are planning to from 3,000 BTS for 3G network service. They are planning to spread 3G across the country and started 4G by 2016. By using Teletalk 3G people can use.

- Faster Internet (Up to 4mbps speed)
- Video call facility & mobile TV Service
- Video conference and others facilities.

We are also measuring and analyzing customer’s attitudes towards competing company and product and services. Brand awareness research will help us determine the effectiveness and efficiency of our messages and media. Finally we will use customer satisfaction studies to improve our service and produce feature.

3.2 Customer Segmentation

Individual businessman, entrepreneur professionals, established organizations and government organizations are the main customers of Teletalk Bangladesh Ltd. They targeted the government officials (like: Police, Rapid Action Battalion, Fire Service, NBR, and Agriculture Department, BRTA, BTSI, BTRC, Election Commission, Health Service) and they give corporate service to them they have also a target to take student and low-income groups with their introduction of Mobile-to-Mobile and Pre-Paid services. To serve the market more accurately their target market will be further segmented based on psychographics and business size.

3.3 Market Development

Teletalk Bangladesh Ltd, are trying to convert non-users to mobile phone users, stressing the benefit of BTTB connecting services, and with the service benefit of Teletalk Bangladesh Ltd that will make their life easier. To serve the market more accurately their target market will be further segmented based on psychographics and business size.

3.4 Product Development

The strive to develop a better product will be a continuous-process. Conducting of market research on adjustment of market competition and make a difference in product will be the basic duty. They will use the input to develop new product based on data they will get from the market. Thus the product will be designed to meet the customer's need.

3.5 Value Added Service (VAS)

The following additional services are available upon request:

Job & Recruitment:

- Army Officer Recruitment
- Army Soldier Recruitment
- Bangladesh Air Force Recruitment

Education:

- Admission

Misic:

- Teletune
- Melodious Greetings
- Radio 2008
- Banwat 2580
- Close up 1

Call Management Service:

- Missed Call Alert
- Call Block
- Call Forwarding/diverting
- Call Waiting /Holding

News updates :

- Bangladeshi TV Channel News
- 64 District News
- BBC Bangla News
- Prothom alo News

Teletalk Mobile TV:

- Live TV
- IP TV
- Myplex TV

Games:

- Teletalk Game
- EA Games
- Teletalk Game Zone

REB Bill Payment:

- REB Bill Pay (SMS)
- REB Bill Pay (USSD)

Entertainment:

- Media Fun Portal
- Content Bazar
- Happy cell Service
- Sweet Talk
- Love Tips
- Sports
- Taroka news
- Voice Adda
- Bollywood Gossip
- Fashion Lifestyle
 - Mobile Health Service.
 - Mobile Banking Service.
 - Mobile Massage Service.
 - IVVR Service.
 - Islamic Service.

3.6 Marketing Mix planning

Products:

The basic product of Teletalk Bangladesh Ltd is its SIM. Connectivity is the Core Benefit of this product. The Expected Product is good connectivity and a large area of coverage which Teletalk struggles to maintain. Teletalk is now concentrating on its Augmented Product which is VAS (Value Added Service). It has launched some new VAS recently such as internet SMS while previous ones such as Cricket Update or Load Shedding update continue to serve. And teletalk 2G can convert to teletalk 3G. Also some additional products are Modem, Router etc available in the market. Marketing & sales Department always try to increasing products attributes.

Such as

- ❖ Continuous improvement of quality.
- ❖ Reposition of slow moving products to different target markets.
- ❖ Always branding TEL with all packages with a GSM service.

Price:

The present pricing strategy for Teletalk prepaid connections & others augmented product is not fixed & it's changeable.

Such as;

- ❖ Necessary changes in tariff structure and changes in terms and conditions.
- ❖ Penetration pricing in the face of competition.
- ❖ Skimming policy where possible.

Teletalk will practice customer base pricing strategy, flexible pricing mechanisms and controlled by. In order achieve to strategic goal of cost leader we continue to maintain a pricing formula which is less than market leader by 20%.

Place:

Teletalk sales its products through its customer care centers and the dealers. All the customer care centers which should be increased to give better service to its existing and potential subscribers. Its distribution should be made better by making SIMs available is small retail shops in every area. Teletalk participates in the trade fairs and that is also a good place to gain the attraction of the subscribers.

Promotion:

Brochures with all necessary information, press advertisements, Television Commercials, Billboards, & others.

Advertising:

Teletalk will have to pursue an aggressive advertising campaign, as it will provide unsought services. Printing, electronic and some other Media will be used for this purpose. Print Media, Electronic Media, Newspaper, Magazines, Television, Radio, Internet, Outdoor.

Newspaper- Teletalk should increase its advertisements in Daily Star, The Daily Prothom-Alo etc to communicate with the target groups. Magazines-Teletalk should advertise in magazines.

Electronic Media- Television advertising is certainly the most effective communication strategy. Advertising for Teletalk can be done on ATN Bangla, "Channel i" NTV, ETV, Somoy TV

BTV ect. In their prime hours on a relatively regular basis, Radio-As the FM radios are emerging rapidly as a strong media, there necessity based target group. This will also help to build the way when Teletalk will be gradually penetrating other areas of Bangladesh. Internet- Teletalk plans to develop a strong web page. Developing a web page and its maintenance would not be expensive. The page will contain attractive and at the same time important information about Teletalk.

Transit- Recently Teletalk has advertised in BEVCO buses covering the whole bus with Teletalk themes and ads.

It will publish some attractive ads and use it in some private and mass transits like Volvo and Premium bus service. This type of advertising will increase the visibility of Teletalk .. Billboard- Some billboards will be placed on busy and important roads & new market areas.

3.7 Positioning

Positioning is the heart of marketing Strategy. It is the act of designing the companies offer and image so that it occupies a distinct and valued place in the target customer.

After the company has decided which product, it must decide what position it want to occupy a clear distinctive and desirable place relative to competing products in the mind of target customers. The company's entire marketing program should support the chosen positioning strategy. Since if a product is perceived to be exactly like another product on the market, consumers would have no reason to buy it, Teletalk brings special features on the product as well as significant various services that positioned the products in the target segments. Products can be positioned with some positioning strategy. We find that Teletalk has taken has taken multi- various strategy to position its various product in the market. Teletalk position itself as own mobile phone company (Amader phone). Teletalk is owned by Bangladesh government. It designed its products according to the usage occasion.

Consumers can use teletalk in specific occasions according to their need such as the international roaming gives the consumers an opportunity to use their cellular phone in abroad countries. The products of teletalk are available for certain classes of users.

3.8 Company's Network Expansion

Teletalk Bangladesh Limited has continually expanded its network, to better accommodate its growing customer base as well as to keep the promise of providing better service. As of now, Teletalk has already established its network foothold in All Districts, Upazilas, Thanas, Highways & most important areas. Teletalk is continuing its network expansion specially 3G to reach more corners of Bangladesh.

3.9 Scope to be explored:

M-Government is derived from e-governance refers government's use of information and communication technology to exchange information and services with citizens, business, and other arms of government. Teletalk is ready to provide with the help of third party software, mobile interactivity for the citizens of Bangladesh with m-Governance. This may includes, but not limited to

1. Mobile based Live Citizen Reporting Solution.
2. Mobile user info bank (Database of Mobile Users of Bangladesh).
3. Agriculture information services for the farmers and also for the end users, like product price in different parts of the country.
4. Product ID for all consumer products/Organization.
5. Interactivity between Government and the Citizens.

3.10 Distribution Strategy

Teletalk doesn't sell its packages directly to its customer. Rather it maintains an indirect distribution channel for the customer. It appoints dealer for sell. Through the dealers the packages are distributed to the customers. Consumers can get the package through them. Teletalk always wants to sell its products as many as they can. As a result they try to make the packages available as many outlets and retailers as possible.

3.11 New Promotional Tariff

The country's largest Prepaid & Postpaid subscriber base will-enjoy freedom of Communication like never before.

From March 27 2016, a whole new array of attractive tariff rates will be applicable for all Prepaid & Postpaid Packages subscribers. Extended day-time are some of the key highlights of this new offer.

Details of the new tariff rates are as below:

2G Prepaid Packages



3FnF number (any operator)

4.5 Paisa/Pulse(peak 8am - 12am), 2.5 Paisa/Pulse(OFF-PEAK (12am - 8am))

Pulse: 5 Sec

SMS : On net- 30 Paisa, Off net- 40 Paisa



FnF not applicable

4.17 Paisa/Pulse (ON-NET: 24 Hours), 10 Paisa/Pulse (OFF-NET:24 Hours)

Pulse: 10 second

SMS : On net- 25 Paisa, Off net- 35 Pai



9FnF number (any operator)

10 Paisa/Pulse (peak 8am - 12am), 5 Paisa/Pulse (OFF-PEAK (12am - 8am))

Pulse: 10 second

SMS : On net- 35 Paisa, Off net- 45 Paisa

**TELETALK
BIJOY**

4FnF number (any operator)

2 Paisa/Pulse (peak 8am - 12am), 11 Paisa/Pulse (OFF-PEAK (12am - 8am))

Pulse: 1 second

SMS: Tk. 0.50 [Nationwide] / Tk. 2.00 [International]

**TELETALK
SHADHEEN**

3FnF number (any operator)

18 Paisa/Pulse (Any Time with any Operator)

Pulse: 10 seconds [Nationwide] , 15 second [International]

SMS: Tk. 0.50 [Nationwide] / Tk. 2.00 [International]

TELETALK
**STANDARD
PACKAGE**

3FnF number (any operator)

2.68 Paisa/Pulse(peak 18:00-24:00), 1.81Paisa/Pulse (OFF-PEAK (08:00-18:00)

Pulse: 10 seconds [Nationwide] , 15 second [International]

SMS: Tk. 0.50/sms

TELETALK
SHAPLA

FnF not applicable

1.5 Paisa/Pulse (any time with any operator)

Pulse: 1 second

SMS:0.50 Tk

2G/3G Prepaid Packages



FnF not applicable

30 Paisa/min (ON-NET: 24 Hours), 70 Paisa/min (OFF-NET:24 Hours)

Pulse: 10 sec

SMS: On net- Tk. 0.30/SMS, Off net- Tk. 0.40/SMS

2G Postpaid Packages



FnF not applicable

80p/min (peak 8am - 05 pm), 80p/min (OFF-PEAK (5 pm -12am)

1 sec pulse

SMS: Tk. 0.50 [Nationwide] / Tk. 2.00 [International]



FnF Not Applicable

80 Paisa/Pulse (On Net), 1.00 Tk/Pulse (Off Net)

Pulse: 1 Sec

SMS: Tk. 0.50 [Nationwide] / Tk. 2.00 [International]

Corporate Packages



FnF Not Applicable

On net- 30 Paisa/min (24 Hours)

Pulse: 1 Seconds

SMS: CUG- 25 Paisa/SMS ,Others- 30 Paisa/SMS

3G Prepaid Packages



1FnF number (any operator)

10 Paisa/Pulse (peak 8am - 12am), 5 Paisa/Pulse (OFF-PEAK (12am - 8am))

Pulse: 10 sec

SMS: Onnet: Tk. 0.35/sms and Offnet: Tk. 0.45/sms



3 FnF number (any operator).

4.5 Paisa/Pulse (peak 8am - 12am), 2.5 Paisa/Pulse (OFF-PEAK (12am - 8am))

Pulse:5 Sec

SMS: On-net-30 paisa/sms, Off-net: 40 paisa/sms.



9FnF number (any operator)

10 paisa/pulse (peak 8am - 12am), 5 Paisa/pulse (OFF-PEAK (12am - 8am))

Pulse: 10 sec

Onnet: Tk. 0.35/sms and Offnet: Tk. 0.45/sms

TELETALK BIJOY

4FnF number (any operator)

Tk. 0.72/min (peak 8am - 12am), Tk. 0.30/min (OFF-PEAK (12am - 8am))

Pulse: 1 sec

SMS: Onnet: Tk. 0.35/sms and Offnet: Tk. 0.45/sms

TELETALK SHADHEEN

3FnF number (any operator)

12 Paisa/Pulse (On Net: 24 Hours), 72 Paisa/min (On Net: 24 Hours)

Pulse: 10 second

SMS: Onnet: Tk. 0.35/sms and Offnet: Tk. 0.50/sms



FnF Not Applicable

4.17 Paisa/Pulse (24 Hours)

Pulse: 10 Seconds

SMS : On net - 25 Paisa, Off net - 35 Paisa

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G Postpaid Packages

GRAVITY

10FnF number (any operator)

1p/s or Paisa/Pulse (peak 8am - 5pm), 1p/s or 1Paisa/Pulse (OFF-PEAK (5pm - 12am))

Pulse: 1 sec

SMS : 35p/SMS

TELETALK SHAPLA

Connection : Tk. 290.00

80 Paisa/min (On Net: 24 Hours), 1.00Taka/min (Off Net: 24 Hours)

Pulse: 1 Sec

SMS: Tk. 0.50 [Nationwide] / Tk. 2.00 [International]

Corporate Packages



FnF Not Applicable

On net- 30 Paisa/min (24 Hours)

Pulse: 1 Seconds

SMS: CUG- 25 Paisa/SMS ,Others- 30 Paisa/SMS

3G Prepaid Packages



Default speed is up-to 1Mbps
15% VAT & 3% SD applicable
Unused data will be carried forward.



Default speed is up-to 2 Mbps
15% VAT & 3% SD applicable
Unused data will be carried forward.



SMS charge is free for data package activation
15% VAT & 3% SD applicable
Unused data will be carried forward.

3G Postpaid Packages



**SMS charge is free for data package activation
15% VAT & 3% SD applicable.
Auto renewal service is available.**

2G Prepaid Packages



**SMS charge is free for data package activation
15% VAT & 3% SD applicable
Unused data will be carried forward.**

2G Postpaid Packages



**SMS charge is free for data package activation.
15% VAT & 3% SD applicable
After expiry of stipulated time, data pay per use rate will be applicable**

Corporate Packages



SMS charge is free for data package activation

The default data speed is up to 512kbps and can be enhanced up to 2Mbps

Pay per use data plan is available by default.

Login Mobile TV Address: <http://portal.teletalk.com.bd>

Category	SUBSCRIPTION FEE		
	Daily	Weekly	Monthly
Local Channels	Tk.20	Tk.80	Tk.180
IP TV	Tk.10	Tk.50	Tk.150

Note:

- To subscribe to mobile TV/IP in your mobile, visit <http://portal.teletalk.com.bd>. If you watch any channel for 1minute then 15Paisa will be charged from your balance.
- To get internet setting, type Set and send to 738. Then a configuration message will be received and the message has to be saved with the password 1234.
- Channels may vary from time to time.
- VAT & SD will be added.

4 Market Descriptions

The Teletalk 2G & 3G posse's good information about the market knows a great deal about the common attributes of the most valued customer, Before launching its experienced and prompt sell and marketing force observed the market carefully and better understood who is served, what are their specific needs and the way to communicate with the customers need and demand.

Though call rate tariff is reducing due to the heavy competition in the telecom market, the marker is widening day by day as the number of mobile users are increasing and there is a lot of scope to develop this sector.

Teletalk is the fastest growing telecom sector in Bangladesh. Teletalk is the part of BTCL . At the time launching Teletalk the market was too competitive. Teletalk the government own company operating in Bangladesh.

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Target market-

Customer can choose different packages based on several different service offer by the teletalk 2G&3G. Specific segments are targeted by the teletalk. They different packages offer by teletalk for corporate people like teletalk executive, teletalk professional etc. From the teletalk product we can easily understand that teletalk targeting corporate people, business man and professional. Market Demographics.

The profile for the typical Teletalk customer consists of the following geographic, demographic factor:

Geographies-

Teletalk has established their customer care center (CCC) in the division, districts, and most important thana/areas. In their CCC's they provides free service to their customer and also sells the Modem, Router, Sim, Scratch card etc.

Demographic-

The Teletalk Bangladesh Limited targeted all group of people whose age is more than 18. Specially Teletalk 3G users are College & University student besides who work in the different industry & office like Bank, Ngo Medical, Professional, Doctors, Lawyers & Government employee etc.

5 Competitive Review

At presents, there around 6 companies that are now in the mobile phone business. They are-

1. Grameenphone.
2. Banglalink
3. Robi
4. Airtel
5. Teletalk
6. City cell

Those five mobile operators companies are the direct competitions of teletalk. And there are also lots of indirect competitors of teletalk. Citycell was the first to start telecommunication business in Bangladesh in 1989. GP and

Aktel now ROBI started their business from 1997 & 1998. The service charge was great but the facilities was few. Banglalink made the history by inviting varity of services at a very cheaper rate. Grameenphone is the leader of the mobile market but banglalink is the second biggest company in Bangladesh.

6 SWOT Analysis

The Following SWOT analysis captures the key strengths and weaknesses within the teletalk and describes the opportunities and threats facing teletalk.

Strengths:

The most and the important strength of the Teletalk is a government owned company and can easily use the government resources. It also has the 3G license ahead of the competition which gives them a huge advantage. Strong brand equity and recognition in Bangladesh.

Steadily growing customer base-

Alliances with industry leading corporations in mobile services & technologies The public organization uses the Teletalk as their official purpose, i.e. Desco and Desa load shading information.

Weaknesses:

As it is a company owned by the government, the administration is bureaucratic. Hence, it is slow to react to the market changes. The HR is not very skilled like the competition. The turnover rate of the employees is very high. The management is also not very efficient. Network coverage is also not adequate. Customer service is also not in standard.

Opportunities:

After adopting 3G technology, their opportunity is really increase. Teletalk can offer more VAS which will bring new subscribers. They can design more attractive offer as they have the update technology.

Threats:

The governing body is itself a threat for Teletalk. In efficient employees is another threat. Intensifying competition consolidation in the marker Economic slowdown Bangladeshi regulation on cross-border cell phone usage by customer's political unrest, No promotional activities, Analysis of strengths.

7 Control Evaluation of Performance

Teletalk's marketing plan is to serve as a guide for the organization. The following areas will be monitored to gauge performance:

Revenue: monthly and annual

Expenses: monthly and annual

Customer satisfaction

Market Share
Subscriber base
New product development.

8 Recommendation

After working the whole report, some recommendations has come to my mind. Those are given below:

- ❖ First of all Teletalk should enrich their brand image. At the time of market visits during my internship. I noticed that a huge number of people considered Teletalk as a low profile brand. Their perception about Teletalk is that Teletalk service is not good. So they need to build a strong brand image.
- ❖ Teletalk should expand their network coverage. Now Teletalk has 2G network coverage in all district, all thana, Highway & most important areas but 3G network coverage only district level. So it is really hard for any subscriber to get network in the village area. In order to compete, their network coverage should be increased. Otherwise, they will lose the first mover advantage for 3G Service.
- ❖ Right now, Teletalk has the highest internet speed among all the mobile operators. So, they should focus more on their data business.
- ❖ After getting 3G, Teletalk is offering Mobile TV services which become so much popular among subscribers. So, they should offer more VAS as they have the latest technology.
- ❖ Customer service to Teletalk is one of the major improvement areas. Their helpline number 121 normally does not work properly. Teletalk Marketing & Customer service department does not have adequate resource including manpower & instrument. So subscriber is extremely dissatisfied about their service. Teletalk governing body should take it as a prior concern & should take necessary steps.
- ❖ For the success of any organization, they need skilled workforce. To become skilled, employee needs routine training facility. Teletalk has one of the weakest HR in Bangladesh. So, Teletalk should build a strong HR team. So that, their employee will be as skilled as motivated.

9 Conclusion

Telecom industry in Bangladesh is highly competitive. In this competitive environment, Teletalk was a small player before October 2012. At October 2012, Teletalk launches country's first 3G services in Bangladesh. After that, the growth increase in an excellent rate. On October 2012, the total number of Teletalk subscribers was 1.3 million. At the end of March 13, the number of total subscribers become 1.8 million, and at the end of February 2016, the total number of subscribers has reached 4.257 million. So, the growth of Teletalk is increasing day by day. The biggest advantage of is that it's a government

company though teletalk did not established as a market leader. And teletalk can improve its product and service to retain in the market. GP is the leader in the market and banglalink is in the second position. Teletalk has got lot of aspect to improve the situation. To be the market leader teletalk must be very careful in the field of marketing plan and the success of the company is a matter of subject that how they are implementing the plan.

At the ending, it can be said that Teletalk started to become one of the preferred brand among the subscribers for some unique service offerings. If they can not only maintain their quality but also introduce new services, their future will be bright in future.

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