

Telecom sector in bangladesh



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Methodology: This report is a descriptive one, which was administered by collecting primary and secondary data.

Descriptive Research has an important objective: gives description of something marketing characteristics of function (Malhotra, 2001) and also the description of phenomenon or characteristic associated with an object population (who, what, when, where and how of a topic, Copper, 2001). The report tried to discuss on over all scenario of existing mobile companies.

Evaluate the performance of the companies and tried to identify the competitive positions. Before going in to the deep study, conceptual structure visualized under which the whole study was conducted. ECUTIVE

SUMMARY

Internship program fulfills the partial requirements of the MBA program. This report gathers knowledge and information obtained in the internship tenure. This internship report has been organized in three major parts. First part of the report is on the over all study on mobile companies of Bangladesh. Next is the competitive analysis on the basis with the various aspects of Telekom Malaysia International (Bangladesh) Limited (TMIB). Later on the third part deals with the project named Questionnaire for consumer study on market segmentation of cellular phone in Bangladesh.

TMIB is a joint venture organization with A. K. Khan & Co. and Telekom Malaysia, Malaysia's leading telecommunication provider, which has been operating in Bangladesh since 15 November 1997. Presently in TMIB the stake of Joint Venture is like that Telecom Malaysia have 70% and A. K. Khan & Co. Limited of Bangladesh have 30%. I discuss about all the companies are existing in the market like as AKTel, Grameen phone, city cell, Banglalink and tried to compare among them with performance and positions. The survey was focused on competitive positions of the mobile companies. What is Telecommunication?

Telecommunication links via satellites are bringing about revolutionary changes in the Fields of communication. The barriers of spaces and time have totally collapsed. Not very long ago it took days to communicate to someone through a letter but the new STD and ISD facilities have made communication an instantaneous process. The world appears to have contracted or been squeezed into a small room in which, given certain facilities, it is possible to communicate with anyone in any part in the world.

THE MOBILE PHONE TECHNOLOGIES: GSM: GSM stands for “ Global System for Mobile Communications. ” GSM is mostly a European system and is largely unused in the US. GSM is interesting in that it uses a modified and far more efficient version of TDMA. GSM keeps the idea of timeslots and frequency channels, but corrects several major shortcomings. Since the GSM timeslots are smaller than TDMA, they hold less data but allow for data rates starting at 300 bits per second. Thus, a call can use as many timeslots as necessary up to a limit of 13 kilobits per second.

When a call is inactive (silence) or may be compressed more, fewer timeslots are used. To facilitate filling in gaps left by unused timeslots, calls do “ frequency hopping” in GSM. This means that calls will jump between channels and timeslots to maximize the system’s usage. A control channel is used to communicate the frequency hopping and other information between the cell tower and the phone. To compare with the other systems, it should be noted that GSM requires 1 Watt of output power from the phone.

CDMA: CDMA stands for “ Code Division Multiple Access” and is both the most interesting and the hardest to implement multiplexing method. CDMA has been likened to a party: When everyone talks at once, no one can be understood, however, if everyone speaks a different language, then they can be understood. CDMA systems have no channels, but instead encode each call as a coded sequence across the entire frequency spectrum. Each conversation is modulated, in the digital domain, with a unique code (called a pseudo-noise code) that makes it distinguishable from the other calls in the frequency spectrum.

Using a correlation calculation and the code the call was encoded with, the digital audio signal can be extracted from the other signals being broadcast by other phones on the network. From the perspective of one call, upon extracting the signal, everything else appears to be low-level noise. As long as there is sufficient separation between the codes (said to be mutually orthogonal), the noise level will be low enough to recover the digital signal. Each signal is not, in fact, spread across the whole spectrum (12.5 MHz for traditional cellular or 60 MHz in PCS cellular), but is spread across 1.25 MHz "pass-bands. CDMA systems are the latest technology on the market and are already eclipsing TDMA in terms of cost and call quality. Since CDMA offers far greater capacity and variable data rates depending on the audio activity, many more users can be fit into a given frequency spectrum and higher audio quality can be provided. The current CDMA systems boast at least three times the capacity of TDMA and GSM systems. The fact that CDMA shares frequencies with neighboring cell towers allows for easier installation of extra capacity, since extra capacity can be achieved by simply adding extra cell sites and shrinking power levels of nearby sites.

CDMA technology also allows lower cell phone power levels (200 milliwatts) since the modulation techniques expect to deal with noise and are well suited to weaker signals. The downside to CDMA is the complexity of deciphering and extracting the received signals, especially if there are multiple signal paths (reflections) between the phone and the cell tower (called multi path interference). As a result, CDMA phones are twice as expensive as TDMA phones and CDMA cell site equipment is 3-4 times the price of TDMA equivalents. GSM vs CDMA: A TECHNICAL COMPARISON

Advantages of GSM: ·GSM is already used worldwide with over 450 million subscribers. ·International roaming permits subscribers to use one phone throughout Western Europe. ·GSM is mature, having started in the mid-80s. This maturity means a more stable network with robust features. CDMA is still building its network. ·GSM's maturity means engineers cut their teeth on the technology, creating an unconscious preference. ·The availability of Subscriber Identity Modules, which are smart cards that provide secure data encryption give GSM m-commerce advantages.

Disadvantages of GSM: ·Lack of access to burgeoning American market.

Advantages of CDMA include: ·Increased cellular communications security.

·Simultaneous conversations, less call drops, strong network. ·Low power requirements and little cell-to-cell coordination needed by operators.

·Extended reach - beneficial to rural users situated far from cells.

Disadvantages of CDMA include: ·Due to its proprietary nature, all of CDMA's flaws are not known to the engineering community for solving. ·CDMA is relatively new, and the network is not as mature as GSM. CDMA cannot offer international roaming, a large GSM advantage. Telecommunication Cycle:

The transmission of the senders ideas to the receiver and the receiver's feedback or reaction to the sender constitute the telecommunication cycle.

The main steps o this cycle is as follows; 1. Input: the information or ideas the sender wants to gives the receiver. 2. Channel: fax, phone call, electronic mail, etc. 3. Massage: the actual massage that in sent. 4. Output: the information the receiver gets. 5. Feedback: the receiver's response (or non-response) to the massage. . Brain drain: the possibility of misunderstanding at any step. We can illustrate this cycle with the help of the following

illustration:- There are several barriers to the understanding of a message and as the figure suggest, Misunderstanding can occur at any stage. Input MessageOutput I want to know the balanceKindly send me a statementHe needs a statement of his In my current account at accountOf my transactions in currentTransactions in current The end of OctoberAccount no... during OctoberNo... during October What Is Telecommunication Marketing?

In the chapter we have already find a definition of Marketing which is- “ Marketing is a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with other. ” Thus we can say that Telecommunication Marketing is a process by which Telecom Company or operator’s presents their products & services. Telecommunicating has a great role in modern economy & society. Without telecommunication we can thing about the prosperity of the society. The base of the modern progressive society is telecommunication.

Telecommunication makes the whole world as a global village. So people can communicate with each other from a long distance. Here long distance means from any where of the world. Now-a- days in most of the country’s telecom industry contributes a huge share of national income. Without marketing telecom industries can’t bring their products and services to their customers. So Telecom Marketing has a great importance in modern society. AN OVERVIEW ON TM INTERNATIONAL (BANGLADESH) LTD. AKTEL. TM International (Bangladesh) Ltd. GROUND OF THE COMPANY:

TM International (Bangladesh) Limited (TMIB), a joint venture company of Telecom Malaysia Sdn. Bhd. , of Malaysia and A. K. Khan & Company Ltd. of Bangladesh has started its commercial operation in Dhaka, the Capital city of Bangladesh as a GSM 900 cellular phone operator on 15th November, 1997 the tremendous success in Dhaka. TMIB has started its operation in Chittagong in March 26, 1998. TMIB uses the Global System for Mobile (GSM) communications as the digital cellular system, which is fully featured with services like Basic Telephony, Data and Value Added Services, (VAS).

TMIB has an integrated and fully computerized Customer Care Billing System (CCBS), which supports virtually all subscriber-related functions. VISION, MISSION and THEME of the company: The Vision: To be the most preferred GSM cellular service provider in Bangladesh. The Mission: To provide total customer satisfaction as 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 employees, shareholders and the nation.

Theme: “ Customer First” The AKTEL Service- Clearly Ahead: The whole is the sum of parts and when the best come together; the results can be truly spectacular. TMIB brings AKTEL Mobile phone service, a digital cellular phone service which will prepare better for life in the fast lane. AKTEL GSM always keeps so near, even when so far. CORPORATE SUMMARY: The over all company growth and satisfactory performance has been achieved under the dynamic leadership of Mr. Nasir Bin Baharom, Managing Director of ‘ Telecom Malaysia International (Bangladesh) Limited’.

TMIB received license to operate GSM cellular phone services in Bangladesh in 1996. It is a joint-venture company formed between Telekom Malaysia Berhad holding 70% of the equity capital and 30% local shareholding by let A. M. Zahiruddin Khan (ex, Chairman, T M International Bangladesh Ltd.), the present chairman yet no selected. M/s A. K. Khan & Co. , Limited. The directors are a. Mr. Yb Tune Joseph Salang Gardum b. Mr. Yb Dato Ir. Hj. Mohd. Zin Bin Hj. Mohamed. The success story started with the commercial launch of AKTEL services in Bangladesh in November 15, 1997.

TMIB provides standard mobile connections with NWD and IDD facilities. They also provide mobile-to-mobile services. It has fully covered the Capital city Dhaka, and started functioning in the Port city Chittagong from 26th March 1998. Now AKTEL is covering 61 districts of Bangladesh. It was not only a service launching ceremony but also worked as renewal of friendship between two brotherly countries – Malaysia & Bangladesh. The ceremony gathered ministers and dignitaries of both the countries where they had an opportunity of exchanging views of bilateral trade and cultural interests.

At present The Company employing Five Hundred Fifty (500) Staffs in total to serve more than 600000 subscribers. TM is a full-fledged business enterprise with a corporate head office; Finance Department, Human resource Department, Technical Department and Marketing Department, Corporate Affairs, all are functioning under efficient and highly qualified Persons. AKTEL'S BELIEFS: OAKTEL strongly believes that subscribers are the most valuable assets. The company has a strong Customer Service.

To always be with customer, AKTEL “ Help Line’ is there. OAKTEL has successfully migrated to a new switch with higher capacities in terms of accommodating higher customer base and as well as to let them use all the basic and supplementary services under GSM technology. It introduced the both-way national roaming all through its network coverage. The Prepaid services with enhanced features have been commercially commenced successfully and now the company taking some projects to accumulated more advanced technological features in network.

OIn term of Network Quality, the company will ensure the equipment of world-class standard but more importantly its size or capacity is catered to the right dimensioning of customer base, in order to overcome the drop calls problem or call congestion. All these are done through proper planning, control and schedule maintenance program. OThe company maintains the benchmark for providing the quality services. It monitors these through generating regular report and on site survey.

If any weak signal or drop call, comes to notice, skilled engineers are providing services round the clock and resolve the problem instantly. OThe most important key resource factor at TMIB is its efficient human resource. Moreover, its decisions are based on facts from market research and coverage survey. Furthermore, the entire thing can only be achieved through the right people. AKTEL has put its sharp eye in developing its employees through proper training, as it believes that the most important asset for TMIB is its staff members. The company is trying its best to ensure the quality services by quality people.

Olt has the plan to give opportunity to every household to use cellular service in the country at the competitive price providing unparalleled quality service and customer care. In achieving this goal, the company can't wait for more interconnection facilities with the fixed network. The company is planning to enforce strong efforts to create its own independent network. It has already started Dhaka-Chittagong AKTEL backbone. The company's future plan is to vigorously expand network, which can be called cell-to-cell expansion, covering almost all the regions of Bangladesh within the year 2005. MAJOR MILESTONE OF AKTEL BUSINESS: ·First time introduced the ' Mobile Plus (PSTN Incoming Connectivity only) Services' in Bangladesh. ·First time introduced the Tele-Ramadan (Timing of Iftar and Sehri during Ramadan) under Tele-info Services in Bangladesh. ·First time introduced the Seamless Coverage throughout the Dhaka-Chittagong Highway and named it as ' Chittagong Dhaka Corridor (CDC)'. ·First time introduce the full-fledged IVR based Customer Services (Call Center) in telecom market. ·First time introduced cellular services in the most northern part of Bangladesh by launching AKTEL Service in Rangpur and Dinajpur in 2002. §TMIB brought Sixty one (61) Districts during May 2004 successfully. §Introduced the automatic system generated bill amount and payment request for the Post-paid subscribers in 2002. The automatic unbarring facility, after necessary payment making by the subscribers, is also a part of this system.

ORODUCPTS AND PACAGES OF AKTEL OAKTEL has the following categories of product. A. Post-paid (Mobile to Mobile)B. Mobile Plus (Mobile to Mobile + BTTB incoming)C. AKTEL Standard (Local) D. AKTEL Standard (NWD)E. AKTEL Standard (ISD) F. Pre-Paid (Pure)G.

AKTEL Standard (Local) Pre-PaidH. Ashol Phone (Mobile to Mobile + BTTB incoming outgoing Local, NWD, ISD) AKTEL Post-Paid PRODUCTS AKTEL Standard Connection allows both-way BTTB Outgoing and Incoming facilities along with the mobile connection facility. This is a zonal subscription with National Roaming Facility. Local, NWD and IDD call facilities are available under this subscription. Mobile plus AKTEL Mobile-Plus Connection allows BTTB Incoming facility along with the regular nationwide mobile-to-Mobile connection facility. This product has been first introduced by AKTEL in Bangladesh and has enjoyed great popularity since inception. Mobil link This is the most basic product of AKTEL featuring both Outgoing and Incoming Mobile -to- Mobile Connection facility and a host of Value Added Services. AKTEL Pre-Paid PRODUCTS 1. Pre-Paid Service (Pure): Introduction of AKTEL's One Pre-Paid Service (OPPS) is another development of mobile telephony in Bangladesh. OPPS have National Roaming facility and a flat airtime charge of Tk. 6. 90 per minute. There is no incoming charge.

This service helps the subscriber to control costs. It keeps free from the hassles of paying bills, security deposits and line rents to the subscriber. To start with, you have to buy the “ One” Starter Kit and a handset. The Starter kit contains a pre-activated SIM card and a One Pre-Paid card. 2. Pre-Paid Plus (Mobile to Mobile + BTTB incoming) Another AKTEL's new One Pre-Paid Service (OPPS) is latest version of mobile telephony in Bangladesh. OPPS have National Roaming facility and a flat airtime charge of Tk. 6. 90 per minute. There is no incoming charge from M2M but a charge of Tk. 1. 50 per 30 sec. or incoming from BTTB. 3. Ashol Phone: (Mobile to Mobile + BTTB incoming outgoing Local, NWD, ISD) Ashol Phone is latest version of mobile

telephony in Bangladesh. Ashol phone has National Roaming facility and a flat airtime charge of Tk. 6. 90 per minute to mobile outgoing and Tk. 6. 9+BTTB charges for Local, NWD and ISD outgoing call. There is no incoming charge from M2M but a charge of Tk. 1. 50 per 30 sec. for incoming from BTTB. “ OnePre-Paid” features: Unique Features of pre-paid standard: §Both-way connectivity with any Mobile and Land Phone Worldwide (Local/NWD/ISD) §10 Seconds pulse for Charging Pre-Activated SIM card with Pre-Loaded amount for ensuring the instant access §No monthly line rent and credit limit §Unique Charging even while Roaming §Freedom to Roam under AKTEL Network (61 districts) §Minimum Registration Costs and wide range of handsets option §Pre-Paid Information Center – like IVR services §1st minute BTTB incoming free. Unique Features of pre-paid mobile plus: §Exclusive Nationwide Mobile-to-Mobile connection facility §Allows any incoming call from BTTB number §Global incoming facility §No monthly line rent and credit limit §No incoming charge for receiving call from any mobile Introduced by AKTEL for the first time in Bangladesh §1st minute BTTB incoming free. New Pre-Paid Tariff ·Three time bands §Peak : 8am-8pm §Off Peak : 8pm-12am §Night Bird : 12am-8am §Reduced Tariff for AKTEL-AKTEL outgoing call charges §10 sec pulse from 1st minute §1st minute free for BTTB incoming §Up to 3 numbers under F package. SUPPORTING SERVICES Caller ID: Display of the phone number of an incoming call in your handset before the call is answered. Call Waiting: While talking to the first caller, you will hear a special tone informing you about the second call on the line.

At that moment you can put the first caller on hold and talk to the second caller. Call Conference: Receiving calls from multiple callers can be

supplemented by joining these multiple callers so as to enable them to talk to each other. You will be able to communicate with a group consisting of maximum five callers. Call Divert: Call Divert lets you redirect or re-route your call to another AKTEL mobile or any other fixed (if you have BTTB connectivity) or mobile phone. Call Barring: Enables you to restrict certain types of calls to be made from your mobile. This feature is especially important for security purposes.

VALUE ADDED SERVICES: The following additional services are available upon request: Voice Mail Service (VMS) §VMS is a unique answering machine. §It provides you with a personal electronic mail box in our voice mail center. §It records your personalized greetings as well as stores your incoming voice messages. §It records incoming voice messages if you are: oOutside AKTEL’s coverage area or Busy or simply switched off your mobile. oIt provides 24-hour automatic secretarial service oMakes you available to your calling party anytime Short Message Service (SMS) §SMS in your mobile acts like an advanced pager. You can send and receive text messages of up to 160 characters, directly from one §AKTEL mobile to another AKTEL mobile. Additional Services §Calling Line Identification Presentation (CLIP) §Call Forwarding/Diverting §Call Waiting/Holding §Itemized Bill §Location Based Tele Ramadan §Pre-Paid Billing Information through SMS §SMS based Content Service (News, Weather, Ring tones, Logos, Pictures etc) §AKTEL Mobile – Stock §Mobile-Banking Facility §Voice Mail Service (VMS) §Short Message Service (SMS) §Nationwide Roaming (Throughout Country Flat Rate) §24 Hours Customer Care 24/7 Toll free Call Center IVR (Interactive Voice Recorder) Service. Toll Free Help line 123 (from AKTEL Number) or 0189-

400400 (from any number) Service charge is as follows: Marketing Division (Organ gram) UNITS SERVING AT MARKETING DIVISION: 1. Front service. 2. activation 3. procurement & dealer management. 4. help-line. 5. Fraude Mgt SERVICES PROVIDED BY MARKETING DIVISION a. Services Provided by the “ Front Customer Care Unit”: 1. Sim Change (Due to lose or damage of sim card). 2. Accounts recharge due to temporary account lock. 3. Address change. 4. Transfer of ownership of the mobile service. . Recording the request for Itemized Bill for regular or particular month. 6. Selling mobile connection direct to customers. 7. Providing the customer about the various facilities and package service. 8. Record of payment to open the temporarily blocked services. 9. Receiving the application for permanent de-activation of mobile service confirming the service. 10. Various tariff information to the subscriber. 11. Receiving line block due to sim lost. 12. Sim unlock request in retrieval case subject to producing of original subscription copy and payment of bill. 3. Receiving application for converting a service into IDD/NWD service scheme and issuing the services. 14. Receiving application form of security deposit increase & confirming the service. 15. Issue of duplicate document copy in lost or damage case. 16. Reporting to the respective division in-charge. These are services provided by the different functional units of AKTEL Chittagong branch. The well-trained staffs of this unit are strongly committed to provide the best quality to their customers, as the mission of the company is to provide total customer satisfaction.

TMIB is trying to achieve this through meeting the needs of its employees, shareholders and the nation. b. Service Provided By the “ Activation” Unit: 1. Activation of new connection. 2. Activation of changed sim. 3. Change of

address. 4. Issuing invoice for security deposit increase, NWD deposit, ISD deposit. 5. Activation of various services. 6. Reporting about all the activities to marketing in-charge. OVarious Complaints frequently come in front service. A)Accounts Complaints: 1. Bill not received 2. Delay receive received bill 3. Disputed bill 4. Delay posting 5. Payment made before locking.

B) Credit Control Complaints: 1. Not informed before locking 2. Payment entry still lock 3. Fax made still lock C) It Complaints: 1. Bill not prepared in time 2. No message before locking 3. Wrong message 4. Repeated message 5. Pending problem D) Technical Complaints: 1. Coverage problem 2. Call drop 3. Call congestion 4. IDD incoming problem 5. IDD outgoing problem. E) Prepaid Complaints: 1. Recharge problem 2. Stuck problem 3. Sim problem 4. Complain against dealer 5. Any other problem. PROMOTIONAL

STRATEGIES OF AKTEL: 1)Cellular Phone Service: –

The whole is the sum of parts and when the best come together; the results can be truly spectacular. TM International (Bangladesh) Limited brings you AKTEL Mobile Phone Service. Fully digital cellular phone services that will prepare you better for life in the fast lane. Always keeping you so near, even when you are so far. AKTEL has been successful in bringing together the world leaders in various technologies, giving Bangladesh cellular phone service that is world class. 2)Better Billing: – The whole is the sum of parts and when the best come together; the results can be truly spectacular.

TM International (Bangladesh) Limited brings you AKTEL Mobile Phone Service. Fully digital cellular phone services that will prepare you better for life in the fast lane. Always keeping you so near, even when you are so far.

AKTEL has been successful in bringing together the world leaders in various technologies, giving Bangladesh cellular phone service that is world class.

3) Better Switching: - AKTEL cellular switching system provides you the state of the art GSM technology. AKTEL Mobile Phone Service is based on the GSM technology, which will give you the winning edge all the way. 4) SIM-Card Identity Number: -

With the AKTEL Cellular Phone Service, you will have more than just a number. Simply because the GSM standard lays emphasis on the Subscriber Identification Module (SIM) card, a key component of the whole process. It is a computer chip card, which is highly secured against fraud. A microchip embedded in the plastic card stores PIN (Personal Identification Number), code personal telephone directory and details of calls made. As a result, you can use the SIM card on any GSM 900 phone. So, even if your cellular phone is not handy, you can borrow another one; insert your SIM card and its business as usual.

This electronic SMART CARD also contains your unique Personal Identification Number (PIN), just as an ATM card does, to prevent misuse, should it fall into wrong hands. 5) Consistent and High Voice: - People who listen to music on compact disks are aware that digitized music results in sharper, and clearer audio quality. With GSM too, digitization of voices is done so that high quality is maintained. 6) Security: - It is almost impossible for anyone to tap or listen in on a conversation in the AKTEL cellular network. Digitization encodes speech and, and dynamic allocation of frequency makes it impossible for outsiders to enter a call.

Incidentally, the technology that makes it possible for you to talk better also makes it impossible for anyone to intrude into your privacy audio quality.

With GSM too, digitization of voices is done so that high quality is maintained. 7)Exciting AKTEL Service: - AKTEL offers a very comprehensive range of value added services for those on the move. Each service designed to help you in specific, frequently encountered solution. Service like these will surely revolutionize the way you communicate 8)AKTEL Itemized Billing:

-

This service entitles you to a detailed bill with an accurate breakup of the call charges, including the date, duration and numbers of incoming and outgoing calls. This is extremely handy in case you wish to keep track of expenses, or even to find out whether your card is being misused. The AKTEL network has a chain of outlets where all the leading models, makes and accessories of GSM compatible mobile phones are available. However, subscribers are free to procure their GSM cellular phones from any other source within the company or abroad provided these are duty paid and these would be connected to the AKTEL network. C. Customers Care Customer care is making the bridge between the customers and company. Besides Sales division it is the only department who deals with customers directly. Sales department procures the business and Customers Care keeps the business with the company for long period. Once relationship is established customer care is doing the business with the subscribers. It works with the objective to meet all kinds of queries from customer and provide the optimum solution. The trained and friendly people are serving for customer care from 09am-5. 45pm in Dhaka office. There are two shifts.

One is start from 08am and end up at 05pm, another one is from 11am to 08pm. Customer care department works to ensure customers satisfaction and also to motivate the people in AKTEL service. Responsibilities of Customer Care are unlimited. CURRENTLY AVAILABLE ROAMING COUNTRIES.

Afghanistan Bolivia Dominica India Lebanon Niger Albania Bosnia Egypt
Indonesia Lithuania Nigeria Antigua Botswana Estonia Iraq MasaoNorway
Argentina Brazil FinlandIreland Macedonia Oman Armenia Brunei France
Israel Madagascar Pakistan Aruba Bulgaria Gabon Italy Malawi Palestine
Australia Burundi Gambia Jamaica Malaysia Paraguay

Austria Cambodia Georgia Japan Maldives Peru Azerbaijan Cameroon
Germany Jersey Malta Poland Bahrain Canada Ghana Jordan Mali Portugal
Barbados Chile Gibraltar Kenya Mauritius Qatar Barbuda China Greece
Kirghiztan Mexico Romania Belarus Congo Grenada Korea Monaco Russia
Belgium Croatia Hawaii Kuwait Mongolia Senegal Benin Cuba Hong Kong La
reunion Morocco Slovenia Bermuda Cyprus Hungary Lao NamibiaSpain
Bhutan Denmark Iceland Latvia Nepal Sri Lanka St LuciaThailand Tunisia U.
S. A - Zimbabwe SudanTobago Turkey Canada Zambia Sweden Togo Uganda
Vietnam Syria Trinidad Ukraine Yemen OSpecial Offer qGPRS

General Packet Radio Service (GPRS) enabled networks offer ' always-on', higher capacity, Internet-based content and packet-based data services. This enables services such as colour Internet browsing, e-mail on the move, powerful visual communications, multimedia messages and location-based services. oFUN DOSE FUN DOSE. Choose your Voice Greeting, pass it to anyone, and even anonymously send your DOSE through AKTEL. Hate. Flirt. Sorry. Heart 2 MON. Say You Love. Anytime, anyone.... Love Birthday.

<https://assignbuster.com/telecom-sector-in-bangladesh/>

DETAILS ABOUT GRAMEEN PHONE Back ground of Grameen Phone

GrameenPhone has just completed its eighth year of operation.

The GP network went on-air on March 26, 1997 and it has grown from strength to strength since then. GP now has the largest network with the widest coverage around the country. And plans are underway to further increase the coverage to 80 per cent of the population within this year, from the current 55 percent. The company has become one of the largest private sector investments and also the largest single tax payer in the country. It may be mentioned here that the shareholders of GrameenPhone have re-invested most of the earnings so far, enabling the company to continuously increase the capacity and expand the coverage area of its network.

November 28, 1996: Grameen Phone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications ·March 26, 1997: Grameen Phone launched its service on the Independence Day of Bangladesh ·After eight years of operation, Grameen Phone has more than 2.8 million subscribers as of March 2005. PRODUCTS& SERVICESOF GRAMEEN PHONE ·Products GrameenPhone offers a number of products and value-added services to its valued subscribers.

These attractive products and services are designed to cater to the needs of the individual subscribers. There are seven products currently being offered by GrameenPhone. The products are: ·GP Regular ·GP National ·Anytime 300 ·Anytime 450 ·Anytime 500 ·EASY GOLD ·EASY Pre-paid ·Djuce. In addition, GrameenPhone offers a number of Value-added Services (VAS) to its subscribers. These include Text Messaging (SMS), Voice Mail, Fax/Data service and Wireless Application Protocol (WAP). The SMS-based Push-Pull

Service was also launched in January 2003. Customer Service The Customer Relations Division of GrameenPhone Ltd. provides a full range of after-sales service customized to the needs of the valued customers. Efforts are made to offer complete service through all the contact points dedicated for GP customers at every opportunity through Call Center, Customer Relations Centers and Customer Communication. The trained team of Customer Relations Division strives to ensure service with an aim to content the subscribers through “ YOU FIRST” attitude and solution. Our strategy is to connect Bangladesh with “ Ease & Care” at every contact through professional and pro-active service. Value Added Services 1. SMS (Short Message Service)

With this service, you can receive and send Text Messages (a maximum of 160 characters per message) to any other GP or CityCell mobile and to foreign operators’ (international) mobiles as well (conditions apply). How to activate SMS The GP Short Message Service Centre (SMSC) number is +88 017 0000 600 and it is by default stored in your SIM card. If your handset is configured with any other SMSC number, then please reset your SMSC number as +88 017 0000 600. SMS Push-Pull Services With Push-Pull service, you can enjoy more than 160 contents (Ex: Usage Info, Payment Status of last bill, Sports news, Emergency numbers, Restaurants,

Airline and Railway timing, travel info etc.). For example, to know the contact numbers of taxi cab companies: ·Go to the message option of your handset ·Write ‘ taxi’. ·Send the SMS to 2000. ·You will receive the list of taxi cab numbers in return. Charges SMS charge is Tk. 2 per outgoing message up to 160 characters. This service does not charge for any incoming

messages. 2. Voice Mail Service (VMS) Voice Mail is a unique answering machine, which can record your personalized greetings as well as store your incoming voice messages when your phone is busy or if you are out of the coverage area or you have simply switched off your GP mobile.

This 24-hour electronic secretarial service makes you available to your calling party anytime without affecting your daily schedule. Activating Voice Mail Service against your subscription Please contact Customer Relations Division (Hotline 121 for Pre-Paid, 122 for Post-Paid) to activate Voice Mail Service against your subscription. The activation may take a minimum of 72 hours. 3. WIRELESS APPLICATION PROTOCOL (WAP) WAP is a worldwide standard developed specially to allow mobile phones to access and display WAP-enabled Internet contents on mobile handset screen.

GP-WAP offers the access to a range of personalized services like e-mail, chat, news, other information services and lot more. Service provided by (WAP) ONews Service (222) OChannel-I Program Schedule (2525) OChannel-I GP Information Services (2626) OEvent Based Sports Update (2002) Olftar and Sehri Timing (1515) 4. Product Migration (Applicable for GP National to GP Regular only) The subscriber is requested to visit the nearest Customer Relations Centers and fill in the Migration Form with the authorized signature. To Migrate from GP National to GP Regular, subscribers need to submit: ·Subscription Form Bank deposit slip after paying the Migration Fee of Tk. 3170 (Including VAT)* ·Two (2) copies of passport-size photographs ·For Corporate clients, application is invited through company letterhead pad with the signature of authorized signatory or high officials with company seal. Necessary notes to follow: Product Migration Fee from GP National to <https://assignbuster.com/telecom-sector-in-bangladesh/>

GP Regular is Tk. Tk. 3170 * including 15% VAT. Time frame for migration is three (3) working days after verifying the signature & subscription form of the subscriber. Only GP National subscribers can change the subscription type to GP Regular with existing product feature at present.

Mobile number will be changed as per the number plan of the preferred zone 5. Friends and Family Friends and Family for GP REGULAR and GP NATIONAL GP has introduced a Friends and Family (F) option without any additional monthly fee to its GP Regular and GP National subscription. Now a subscriber can choose any three (3) GP numbers as his/her F numbers and avail the opportunity of calling these numbers at a flat rate of Tk. 1. 5 per minute from any where within GP coverage area, 24 hours a day. To install F numbers a subscriber simply needs to send an SMS to 2800 mentioning the desired three F numbers collectively or individually.

For sending the numbers at a time, separate them with comma. Please do not leave any space or use any symbol or characters. You will receive an acknowledgement SMS on your F request followed by a confirmation SMS on successful activation. Activation of F may take minimum 72 hours and the F tariff is applicable only after receiving the activation confirmation SMS.

Corporate Offers 6. Corporate Offers GrameenPhone Ltd. was the first telecommunications company in the country to offer a Corporate Sales Package initiative, recognizing the importance of the special needs of the corporate customers.

The Corporate Sales Section (CSS) of GP handles all sales and other related services provided to the corporate subscribers. It delivers a total telecom

solution under a Corporate Sales Package agreement. Many leading local and multi-national companies, international organizations and banks have corporate agreements with GP. Under such contracts, CSS adds more value propositions to the clients' mobile communication package and forms a reliable and long-term partnership with the client as its main telecom service provider. CORPORATE VALUE-ADDED SERVICES

A full range of post-paid and pre-paid products with regular value-added services are available for the corporate clients. Moreover, value-added services are specially tailored to meet the specific needs of a corporate subscriber. SPECIAL FEATURES FOR CORPORATE CLIENTS DATA / FAX SERVICE Fax and Data service, with 9.6 KBPS speed, enables the use of a mobile phone to send faxes or transfer data by attaching it to a computer. Fax services can be a useful tool for quicker communication between branches or different locations at a very low cost.

FIBRE OPTIC NETWORK A unique service provided by GP through its authorized distributors, offering data communication facilities in a very large scale with a bandwidth of 64KBPS - 2 MBPS. Along with the above mentioned features, special Value-Added Service packages and customized features are offered to the corporate clients when available. In practice, CSS works for finding total telecommunication requirement of the client and opts to provide the solutions accordingly.

CSS also takes the initiative to outsource some of the solutions (hardware/software) on behalf of the client, if required. EXCLUSIVE SERVICES FOR CORPORATE CLIENTS I. SALES SERVICES ·A Key Account Executive

works as a one-point contact for a particular corporate client. He/she provides instant delivery of any number of subscriptions as per client requirements. Special discounts on the start-up cost are occasionally arranged for the corporate client. The account executive acts promptly to resolve all the issues raised by the clients regarding GP services.

When required, he/she coordinates with other departments to provide the total solution for the client. From time to time, specific handset upgrade requirements are met according to clients' request by mediating and arranging a special offer from the respective handset vendors. Account executives also help the client to choose specific handset models for the best results.

7. Corporate Customer Services The Corporate Customer Services aims to provide quality customer service to the country's preferential corporate clients. A professionally trained team is dedicated to provide After Sales Services and Solutions customized to the need of the Corporate Customers and initiate pro-active visits as a part of routine contact to look into the needs with an aim to build long-term professional relationships.

BENEFITS & FACILITIES FOR CORPORATE CUSTOMERS The Corporate Customers of GrameenPhone enjoys the following privileged services:

- Special features are available from GrameenPhone that are given to certain preferential Corporate Clients
- Corporate Clients will get special credit facilities for usage but the connections might be barred for unpaid bills
- Special & dedicated Corporate Hotline Service Dedicated Sales Officer to facilitate Corporate Customer with further salesCredit Policy and Billing Procedures

The usual rules of the Credit Policy do not apply for the Corporate Subscribers. All Corporate subscriptions are included in the 3rd Bill Cycle.

Corporate clients are requested to pay their due bill on the 'due date' specified in the monthly bills. The credit limit of a Corporate Customer depends on the payment pattern, trend of usage, Security Deposit and credit worthiness. Though the Corporate subscriptions are not barred till the due date exceeds, we request our Corporate Customers to pay their mobile bills on time.

Instant Quality Services The Officers at Corporate Customer Services are dedicated to provide One-Stop Customer Service on issues related to products, billing, network quality and many more. Some of the instant services provided to our corporate customers are listed below:

- Itemized bill
- Billing clarification
- Replacement of SIM card
- Change of address
- Transfer of Ownership
- Change of subscription Type (Up-gradation or Migration)
- Special Fax Number for contacting Corporate Customer Services
- Separate E-mail address dedicated for Corporate Customers
- Coverage Information
- Handset Information
- Product Information etc.

After Sales Service 8. After Sales Service We have the following After Sales Service for our valued EASY Pre-Paid and EASY Gold subscribers at present:

- In case a Phone/SIM card Lost or stolen
- Reconnection (if the Lost or stolen phone/SIM card is found)
- SIM Replacement
- WAP facility

It is necessary to submit the original subscription form (subscriber's copy) to avail the After Sales Service for EASY Pre-Paid and EASY Gold subscription. Therefore, preserve the subscription form (subscriber's copy) in a confidential and secure place.

Lost Phone

IN CASE A PHONE/ SIM CARD IS LOST OR STOLEN In case a GP subscription is lost or stolen by any means, immediately inform GP mentioning:

- Subscriber's mobile number, name and address
- The reason & request for

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temporary suspension ·Contact number ·Signature of the subscriber (as signed on the original subscription form) Then it may be solved by GP's cordial assistant. RESTORATION PROCESS FOR A LOST OR STOLEN PHONE/ SIM If the lost/ stolen mobile phone/ SIM card is found, please inform GP in writing with your valid signature (as signed on the subscription form) to reconnect the subscription.

The service shall be restored upon signature verification. In case the mobile phone/ SIM card is not found, you need to collect a new SIM card against the subscription through SIM Replacement procedure. A subscription might undergo the process of permanent disconnection if it remains inactive for more than three months (90 days) period. OSIM REPLACEMENT In case a subscription is lost/ stolen (not found) or the SIM card gets disabled or damaged for any reason, then the subscriber needs to purchase a new SIM card against his/ her subscription.

OTransfer of Ownership To Transfer the Ownership of a subscription, presence of both the transferor and transferee are required at any of GP's Customer Relations Centers. Necessary requisites are: ·Two copies (each) of passport-size photographs of both the transferor and transferee ·The original subscription form along with purchase money receipt ·Transferor needs to fill up a Transfer Certificate with valid signature ·Transferee needs to sign up a new Application Form Transferor should pay the last bill and the current usage ·Corporate Customers need to fill up the Transfer Certificate Form along with new Application Form with signature and company seal (they can collect the forms by submitting a forwarding letter to the Customer Relations Center) ·The transferor (corporate) needs to assign one authorized person

who has the signing authority ·A procurement letter on company letterhead while a corporate taking a connection from private/ corporate ·A clearance certificate on company letterhead while transferring a connection of a corporate customer to an individual to be signed by the Managing Director/Chairman of the company with company seal. OITEMIZED BILL Itemized Bill is the detailed call statement of your monthly bill.

This bill contains the list of all the outgoing and incoming (subject to availability of data) calls made from your GP mobile along with the information on date & time called, duration of each call, air-time (GP's airtime charge) and land-line phone charges. The usage /charges in the Itemized Bill are shown without calculating the 15%VAT. About GP International Roaming GrameenPhone has been offering International Roaming facility to its subscribers since March 1999. GrameenPhone is the first Cellular Operator providing this premium service to its valued subscribers and till today it is the only company offering International Roaming Service in Bangladesh.

While traveling abroad, a GP IR subscriber can use and enjoy all the operators' network coverage and other facilities (with whom GP has International Roaming Agreement). Subscribers of those Roaming Partner Operators' can also enjoy network coverage and facilities of GrameenPhone while visiting Bangladesh. Currently GrameenPhone has 229 International Roaming partners with networks spread across 81 countries in 6 continents as of December 2004. GrameenPhone is a GSM 900 network and most of its Roaming Partners have GSM 900 or 1800 networks. However GrameenPhone

also has some GSM 1900, CDMA, 2. 5G, 3G and other types of operators as Roaming Partners. International Calls:

For international calls the per minute airtime charges will be added to the IDD Tariff shown below: IDD call tariff per minute in BDT excluding VAT:

GroupCountryStandard (8: 00-22: 00)Off Pick (22: 00-8: 00) Group1India, Pakistan, Nepal, Bhutan, Maldives, Sri Lanka, Singapore, Malaysia, UAE, Saudi Arabia, Thailand, Hong Kong, Qatar, Bahrain, Oman, Kuwait, Indonesia18. 0015. 00 Group2A. Any country of Asia which is not included Group 1B. UK, Germany, France, Italy, Netherlands, AustraliaC. USA , Canada24. 0018. 00 Group3A. Countries of European, Australian, North American Continent which are not included in Group 2B. Countries and Island of Pacific belt27. 0021. 00 Group4South America and African rest of the countries30. 0024. 00

List of Active Roaming Partners for GrameenPhone

CountryCountryCountryCountryCountry Albania Denmark Kazakhstan Pakistan Switzerland Australia Egypt Kenya Paraguay Syria Austria. Finland Kuwait Philippines Taiwan Azerbaijan, France Maldives Tanzania Bahrain Georgia Macau Poland Thailand Belgium Germany Liechtenstein Portugal Turkey Bhutan Greece Liechtenstein Qatar Uganda Brazil Hong Kong Luxembourg Russia Ukraine Brunei Hungary Malta Saudi Arabia, United Kingdom Bulgaria Iceland Malaysia Singapore United States of America Cambodia India Morocco Slovak Republic United Arab Emirates Cameroon Indonesia Mauritius Zimbabwe Vietnam Canada Ireland Nepal South Africa Yemen

China Italy Netherlands South Africa Zimbabwe Congo Jamaica New Zealand Spain Cyprus Jersey Nigeria Sri Lanka Czech Republic Jordan Norway Sudan Denmark Japan Oman Sweden Network coverage of GP GrameenPhone covered in Bangladesh: 61 Districts. 352 Upazilas. Social works of GP GP is sponsor of Bangladesh cricket team. GP mobiles for Fire Service Hotline GrameenPhone Ltd. has recently presented two mobile phones to the Directorate of Fire Service and Civil Defense. The Directorate is using these mobile phones in there Central Control Room Hotline where people can call to inform about fire incidents and other disasters. The numbers are 0173038181 and 0173038182.

Both these GP mobiles can be reached from any other mobile and fixed-line telephones. The Control Room remains open 24 hours a day, throughout the year. The Directorate of Fire Service and Civil Defense is an emergency service organization which plays a major role to contain fire incidents, in rescue efforts during natural disasters and other accidents. However, it is unable to respond to many fire incidents or accidents due to lack of timely information. The Directorate felt that as the use of mobile phones is widespread around the country, it will be useful to have a Hotline with mobile phone numbers, to which members of the public can call during an emergency. GrameenPhone Scholarship fund at Grameen Shikkha

Grameen Shikkha, a non-profit organization, is providing scholarships to meritorious students from poor financial backgrounds with money donated by GrameenPhone. The GrameenPhone Scholarship Program was first implemented in 2004. Twenty students were awarded scholarships against GP's first contribution of Tk. One million. The Village Phone program of

Grameen phone The Village Phone program (a right way to grape rural subscriber) The Village Phone Program has continued its rapid growth. VP Program began from a social commitment made by the shareholders of GrameenPhone that “ good development is good business”. The program is implemented by Grameen Telecom (GTC) in cooperation with Grameen Bank, the internationally renowned micro- credit lending institution.

The program facilitates women borrowers of Grameen Bank to the GSM technology through the village phones. They become effectively mobile public call offices. This not only provides rural poor with new, exciting income-generating opportunities, but it also helps to enhance the social status of women from poor rural households. - - - - -

- - - - - Grameen phone the Board of directors: ·This is the board of directors of GP. ·Marketing division of Grameen phone(the organizational structure) This is the organizational structure of Grameen phone marketing division.

About the Company CityCell (Pacific Bangladesh Telecom Limited) is Bangladesh’s pioneering mobile communications company and the only CDMA network operator in the country. CityCell is a customer-driven organization whose mission is to deliver the latest in advanced telecommunication services to Bangladesh. The company offers a full array of fixed and mobile services for consumers and businesses that are focused on the unique needs of the Bangladeshi community. CityCell’s growth strategy is to integrate superior customer service, highest standard technology and choice of packages at affordable rates. The company

operates a 24-hour call centre with over 86 well trained operators to respond to customer queries.

CityCell's customer services are open 7 days a week to ensure customers can access CityCell at any convenient time. CityCell is focused on innovation and creating new ways for customers to stay in touch and to do business. CityCell's is offering a wide range of competitive prepaid and postpaid mobile packages as well as Value Added Services such as SMS and information based services. CityCell is looking forward in introducing CDMA 1x technology in 2004 to provide innovative multimedia features, including Multimedia Messaging Service (MMS) and many more data based mobile features currently not available in Bangladesh. Ownership Structure: CityCell (Pacific Bangladesh Telecom Limited) is a privately owned company with majority foreign ownership equity.

Following lists the current owners of CityCell (PBTL):

- Pacific Motors Limited
- Far East Telecom Limited
- Asian Infrastructure Development Company Limited (AIDEC)
- Fujitsu Limited (FL)

Product of City Cell Postpaid Postpaid packages facilitate for the long time user. In postpaid benefits are... – You don't have to worry about your prepaid talk-time running out – You can use the City Cell cash cards to pay your bills at your convenience – You don't need to go hunting for prepaid card shops when your credit runs out – You don't need to deposit money for special services like BTTB NWD/ISD conditions – You need to pay a minimum monthly line rent – You need to have a security money amount deposited postpaid package are: he three current postpaid offers:

- CityCell 500
- Shabar Phone
- Amar Phone

CityCell 500 this is the postpaid package with 24 hour mobile-to-mobile as well as

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BTTB connectivity. Under this plan benefits are: ·24 hour BTTB local/NWD/ISD incoming and outgoing facility ·The lowest tariff for a complete connectivity package ·Reduced call rates during off-peak (8PM-11PM) and super off-peak (11PM-8AM) hours ·50% discounted tariff for calls to up to 3 CityCell numbers under the One2One feature ·15 second outgoing pulse after first minute.

More benefits: ·SMS and other value added service facilities ·Cash cards to lessen the hassle of bill payment

Shabar Phone Shabar Phone is the convenient postpaid package with limited BTTB connectivity. With Shabar Phone benefits are: ·A minimal monthly line rent ·No hidden charges for roaming ·BTTB local/NWD/IDD outgoing facility during off-peak and super off-peak hours ·50% discounted tariff for calls to up to 3 CityCell numbers under the One2One plan ·15 second outgoing pulse after first minute More benefits: ·SMS and other value added service facilities

·Cash cards to lessen the hassle of bill payment Amar Phone Amar Phone is the convenient postpaid mobile-to-mobile service. With Amar Phone subscription will receive: ·A low, low monthly line rent No hidden charges for roaming ·Reduced call rates during off-peak hours ·50% discounted tariff for calls to up to 3 CityCell numbers under the One2One plan ·15 second outgoing pulse after the first minute More benefits: ·SMS and other value added service facilities ·Cash cards to lessen the hassle of bill payment

·Dedicated toll-free call center access Prepaid Packages Package feature: - You don't have to pay monthly line rent - Don't need to deposit money for any special service (e. g. NWD/ISD) - Don't have to wait in long queue to pay mobile bill Types of packages There are three prepaid packages: ·Aalap 24 ·Aalap B ·Aalap Call Me (with call2cash feature) Aalap 24

Benefits of Aalap 24 ·Access to any mobile in Bangladesh ·24 hour BTTB connectivity ·24 hour NWD and ISD facility ·Very attractive and simple tariff plan ·Freedom to choose up to 3 CityCell numbers and make calls at 50% reduced tariff under One2One scheme. Aalap B Aalap B is only mobile-to-mobile package. It's a mobile to mobile service. ·Access to any mobile in Bangladesh ·Lower tariff especially at peak period ·Freedom to choose 1 CityCell number and make calls at 50% reduced tariff under One2One scheme Aalap Call Me Aalap Call Me is a full BTTB connectivity package with the unique and innovative call2cash feature. Benefit of this package is Access to any mobile in Bangladesh ·24 hour BTTB local/NWD/ISD connectivity ·Under the call2cash feature Aalap Call Me subscribers will get Tk. 0. 25 added to their account every minute when they receive calls from other CityCell phones ·Freedom to choose up to 3 CityCell's number and make calls at 50% reduced tariff under One2One scheme ·CityCell to CityCell SMS at a reduced rate of Tk. 1. 50

Aalap 24 call charge	Call Type	Call Charge
OutgoingTo Any Mobile	Tk. 2. 50 To BTTB	Tk. 2. 50
IncomingFrom Any Mobile	Free From BTTB	Tk. 1. 00

1For every 30 second pulse from the first 30 second BTTB charges applicable * For One2One calls to up to 3 CityCell numbers, talk for as low as Tk. 1. 25/pulse * VAT applicable

Aalap B Call Type	Call Charge	Peak (8AM-8PM)	Off Peak (8PM-11PM)	Super Off Peak (11PM-8AM)
OutgoingTo Any Mobile	Tk. 5. 00/min	Tk. 4. 00/min	Tk. 2. 00/min	
IncomingFrom Any Mobile	FreeFreeFree			*20 second pulse after first minute *

For One2One calls to 1 CityCell number, talk for 50% of the above tariffs * VAT applicable

Aalap Call Me Call Type	Call Charge	OutgoingTo Any Mobile <th>To BTTB </th>	To BTTB
		Tk. 2. 50	Tk. 2. 50

IncomingFrom CityCell Mobile Tk. 0. 25 credit per minute From Any
MobileFree From BTTB Tk. 1. 00 1 For every 30 second pulse from the first 30
second 2 BTTB charges applicable * For One2One calls to up to 3 City Cell
numbers, talk for as low as Tk. 1. 25/pulse * VAT applicable * CityCell to
CityCell SMS @ Tk. 1. 50 Post paid package Tariff & call charge. CityCell 500
Monthly Line Rent: Tk. 500 Call Type Call Charge Peak (8AM-8PM)Off Peak
(8PM-11PM)Super Off Peak (11PM-8AM) OutgoingTo Any Mobile1Tk. 4.
00/minTk. 3. 00/minTk. 1. 50/min To BTTB2Tk. 4. 00/minTk. 3. 00/minTk. 1.
50/min

IncomingFrom Any MobileFr