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BBA

Brand Management Of Banglalink

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banglalinkTM
An ORANGE COMMUNICATIONS Company



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Mr. Sayeed Alam

Course Instructor (BUS-498),

Bachelor of Business Administration,

East West University,

Dhaka.



Subject: Submission of the report.

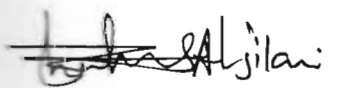
Dear Sir,

I am feeling happy to submit the project report that you have assigned me to make for the Project Work (Bus-498). This report helped me to get a very good and proper understanding about practical aspects of the real corporate world. The total process was a very interesting one and did give me an insight of the practical sector.

Thank you for giving me the opportunity to acquire all this learning in these days.

Thank You

Sincerely yours,



Shahed Al Jilani

ID# 2003-3-10-026

Bachelor of Business Administration

East West University

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Executive Summary

Today, with universal awareness of communication, Bangladesh is a “true growth market” for mobile telephony. A billion people worldwide make the choice to use cell phone. Governments globally earn over eight times more revenue from Telecommunication sector than shareholders. And as mobile becomes more prevalent it will in turn foster economic growth which again in turn still lead to more disposable income for every Bangladeshi and more taxes for the government. The growth might outright explode, provided the government could be convinced to forego the handset tax of US\$ 25 per set. Within the next five years the market would grow to around 20 million subscribers—effectively 400 per cent of what it is today. The industry supports 100 million jobs.

In a country where less than 4 percent of the population currently enjoy what calls “mobile freedom”, the potentials for growth in the sector is vast as a vast majority of people in Bangladesh—nearly 135 of them—are yet to be linked. Banglalink, will make mobile affordable to allow more people in this country to enjoy mobile freedom.

Banglalink is the new brand name for erstwhile Sheba, which has been taken over by Orascom Telecom Holding, an Egypt-based company, now expanding into the emerging markets. Banglalink designs and builds complete communication infrastructures. They also operate them. And because the business is communications, they make the business to listen. Only by feeling what the world wants to say they can provide the best means for saying it. When the world has a voice, it can change itself for the better.

At this level the need for the cell phone in our country is increasing. With the increasing demand of the mobile phone, Banglalink provide people the best facilities and networking at a reasonable price. The objective of my report is to figure out the brand management regarding the quality and demand of the customers.

In this report I tried to present the current condition of the brand “Banglalink” of Orascom Telecom.

Brand Profile: Banglalink

Country: Bangladesh

Category: GSM Operations

Introduction: Orascom Telecom Holding purchased 100% of the shares of Sheba Telecom (Pvt.) Limited ("Sheba") in September 2004. OTH operates a GSM network in Bangladesh and provides a range of prepaid and postpaid voice, data and multimedia telecommunications services. As of June, 2006, Banglalink served more than 2 million subscribers. Banglalink estimates that it had a 14.6% market share of total mobile subscribers in Bangladesh.

License: Banglalink's license is a nationwide 15-year GSM license that expires in November 2011. It was acquired for US\$ 60 million and re-branded and launched its services under "Banglalink" in February 2005.

Commercial, Marketing and Sales: Sheba re-branded its operation under the trade name "Banglalink" shortly after it was acquired by OTH. Banglalink provides its subscribers with basic voice services, messaging services and value-added services. Banglalink offers a prepaid and postpaid telephony service. Banglalink has entered into international roaming agreements with more than 250 operators. Banglalink provides customer support through a 24-hour a day, seven days a week call center.

Banglalink sells its mobile telecommunications services through indirect channels and Banglalink-owned shops. Banglalink has agreements with exclusive national distributors. In addition to this indirect channel, Banglalink owns and operates shops in major cities, which also act as a point of service and supports its customers.

"Banglalink" in Product Life Cycle

The product life cycle shows the different levels of a product's life -

- Introduction.
- Growth
- Maturity
- Decline

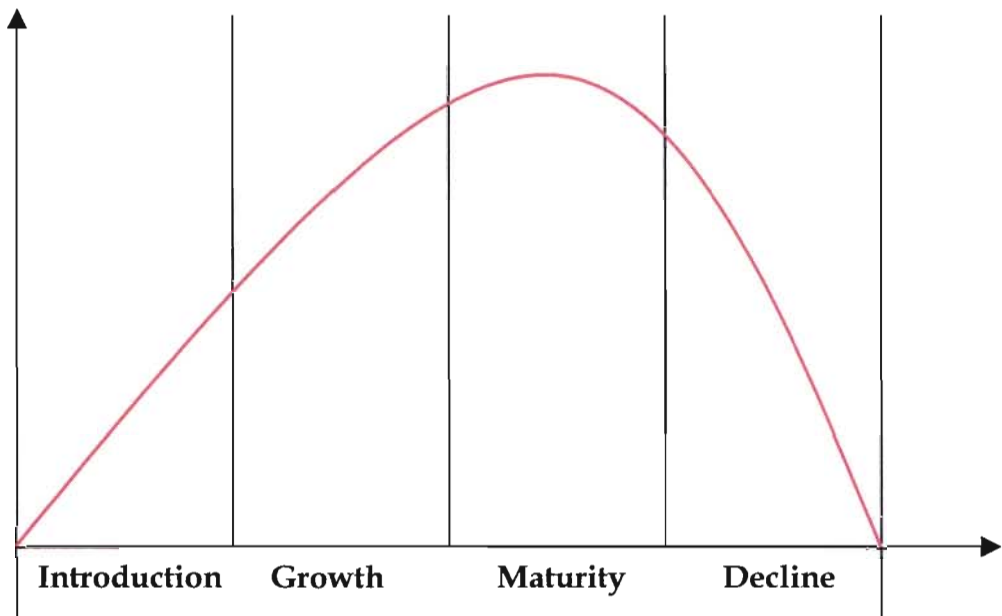


Figure: "Banglalink" in PLC.

As we know, "*Banglalink*" has started its journey only one year back; it hasn't got plenty of time to be successful already. Its market share is low, but increasing day by day. Yet they need subsidies to establish their business in the current market but their market growth is high. Hence we can come into a conclusion that "*Banglalink*" now is in the Growth level.

Brand Elements Mix & Match

Brand Name: **Banglalink**

Brand Logo:



Brand Color: Orange with black tiger stripe.

Brand Slogan: Different Slogan For different Products.

Brand Sound: A Piano rhythmic sound.

Brand Packaging: Orange package.

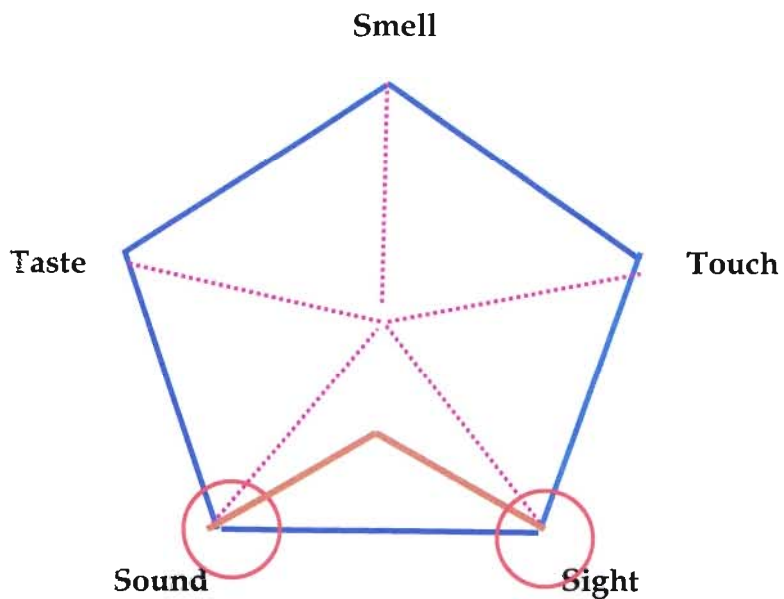
BRAND ELEMENTS	N	L	C	S	S	P
	A	O	O	L	O	A
FEATURES	M	G	L	O	U	C
	E	O	O	R	A	K
				N	D	A
						G
						I
						N
						G
MEMORABLE	√	√	√	X	√	√
MEANINGFUL	√	√	√	√	√	√
PROTECTABLE	√	√	X	√	√	√
ADAPTABLE	√	√	√	√	√	√
TRANSFERABLE	X	√	√	X	√	√



Product Engineering

QUALITY PARAMETER	PRODUCT CATEGORY	GSM MOBILE OPERATOR
PERFORMANCE		√
FEATURES		√
CONFORMANCE QUALITY		√
RELIABILTY		√
DURABILITY		√
SERVICEABILITY		√
STYLE & DESIGN		√

Brand Sense



Sound: Banglalink brand sound is recognizable easily

Sight: The orange shades with black tiger stripe and the logo is very much stimulating.

Value Pricing

They offer the cheapest price among the main competitors. They have different call charges depending upon the package. Now they give 0.29 Taka after 12 pm for calling to any Banglalink subscriber. Banglalink with many packages would have a deeper product line compared with their competitor. Again stretching or feeling can enlarge a product line. Here Banglalink stretches their product line by introducing Bulk Package. On the other hand, by feeling a company adds product within its present range. As Banglalink offers LADIS FIRST package. Banglalink has mainly two types of product in the product line. - Post-paid and Pre-paid. For this they have different value pricing. They also offer very cheap SIM card registration price.

Value Proposition

The unique value proposition is its network and call rate. To aware about the value of Banglalink, they use both above the line and below the line advertising.

Above the line: TV advertisement and also magazines and Newspapers. **Below the Line:** They use SMS, website advertising and direct marketing.

IMC TV advertisement: Banglalink follows different types of stories and animation for their TV ad. Now days their Banglalink DESH song have a great impact upon the target market. Also their DIN BODLER SHOPNOPNO and many others advertisements help to create their strong brand image to the target market and increase their sales. Mainly now they are showing their network strength and also the cheapest call rate and other promotional offers.

Secondary Brand Association

Channel of distribution: They have their own distribution channels and also Banglalink SIM card is available all over the countries retail outlet.

Celebrity Endorser: they do not have any celebrity endorser but for their TV and Print advertisement they mostly use the top models of the country.

Events: Banglalink sponsor many events like job fair, trade fair, concert and also some other contest.

Media Partner: Banglalink do not have any fixed media partner. But for their promotional campaign they buy almost every channel's slots and newspaper space.

Number of Competitor:

Banglalink have to fight mainly with 4 competitors. They are-

- Grameen Phone
- Aktel
- Citycell
- Teletalk
- Warid Telecom

Number of Substitute:

There are also many substitute of Banglalink. They are-

- Rankstel
- Onetel

As the numbers of competitors are high, the substitute product also emerging in an increasing order. Customer power is also high and they can easily switch to competitors, as there are enough substitutes are available.

Bargaining power of customers:

There are two kinds of goods, this are-

- Industry goods
- Consumer goods

Incase of consumer goods customer can bargain. And as Banglalink is consumer goods they have bargain power for customers. Bargaining power of customer is very strong and sound. Because all the operating systems are in frontal pricing competition. All the telecommunication system has got almost same call rate, as well as same advantages. So, whenever customers found difficulties using any one of them, they willingly switch to other available option of competitors operating system.

Bargaining power of suppliers:

Basically one factor is pretty common that all operating system encourage subscribers to call up within same operating system user. There is a special encouragement from all the O/S even incentives ("Furty" - Aktel) to call within same user.

O/S charge less for same Subscribers, charges higher for different subscriber.

Threats of Potential new interns:

Rankstel

Onetel

Warid Telecom

Along with all the following threats of new interns Banglalink try to fulfill their goals and objectives by providing better network facilities and services all over the country.

SWOT Analysis:

Strength:

- Lower price
- Lower call rate
- 1st substitute (after GP) 4/5 lakhs
- 61 district, 88% population “Banglalinked” within 4 months
- Orascom is a huge company, which can supply massive cash injection as an investment (Ex- Mobilink-Pakistan). Very much strong in global arena.
- Strong network coverage
- Availability, Accessibility of sim card, recharge process, balance transfer.
- Banglalink has nation-wide seamless connectivity
- High market potentiality in Bangladesh;
- Additional services:

I' Bubble

I' top

Ring tone

Sms/mms

- GSM
- “T&T” incoming/outgoing, ISD, NWD
- Positive Brand Image

Weakness:

- Substitute product
- Less public awareness
- Cheap means not up to mark level
- Network not better than GP
- Less revenue



- Still it pay subsidiary to hold the market share.
- Market follower/challenger
- Pricing competition, yet to make non pricing competition
- Subscribers' uses only then when they make some lucrative offer.
- Bulk min, bonus min, and free sms, attract the subscribers nothing else, which indicates they are not the First choice.

Opportunities:

- Possibilities of being 1st choice
- Market challenger which is in frontal war with GP (market leader)
- 3rd largest subscribers but very close to 2nd largest
- Network facilities
- Very popular among students and urban people
- Have enthusiasm and excitement brand image
- GSM technology
- Possibilities to grab huge chunk of subscribers.

Threats:

- GP, Citycell
- Aggressive marketing strategy of the competitors
- New entrants in the telecommunication industry in Bangladesh (Warid Telecom, Rankstel) will work as threats to Banglalink
- External factors: political vulnerability, natural disasters. New govt. rules and regulations
- Satellite network (WT)
- Free Access
- Cheap price
- Call rate comparatively low but according to local market, according to international market.

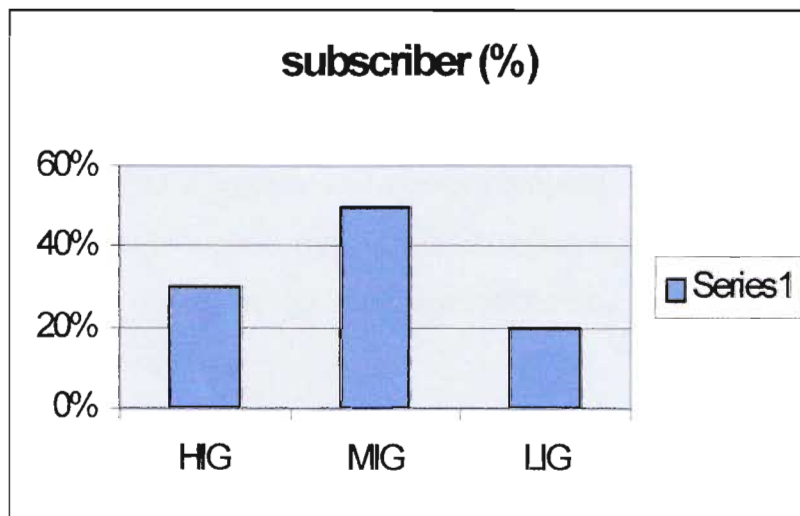
- Market is saturated
- Yet to enter non-pricing competition
- Competitive market
- Strong opponents.
- Economic recession of Bangladesh

Current marketing Situations:

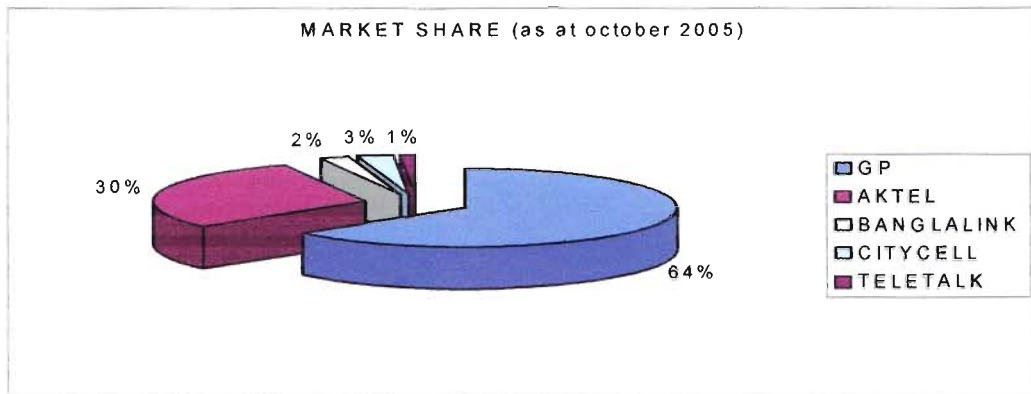
Market Description: Total market is divided into three segments:

1. High income group
2. Medium income group
3. Low income group

Now the target market is low-income group. Low-income group wants the basic telecommunication facilities in exchange of minimum price. The high-level income group demands latest telecommunication facilities i.e. GPRS, MMS, Conference Calling etc.



Review of Competition: Banglalink is the third largest GSM Based telecommunication service provider in Bangladesh. It is facing severe Competition in this sector and trying to be the most preferred telecommunication services provider in Bangladesh. In the below graphical presentation of Banglalink market share has been presented:



Banglalink's Point Of Parity:

Brand association designed to be the competitor's point of differences is as strongly held for the target brand as for competitor's brands and the target brands is able to establish another associations as strong favorable, and unique as part of is points of differences, then the target brand should be in a superior competitive position. As a leading cell phone company *Banglalink* has some POP regarding to its other competitors. Their categories POP has give them the opportunity to put itself in the concept of having the similar association comparing to its competitors.

These category POP offered by *Banglalink* to introduce a legitimate and credible offering to customers. For *Banglalink* its category pop are-

- Mobil to Mobile incoming and out going
- TNT to mobile incoming and outgoing

- Sending SMS, VMS, etc.
- GPRS, I'bubble, I' top-up.
- Amar tunes, Ring tone, Logos. News service, Namaz alert, Yellow pages.
Free talk time whenever recharge account.

Banglalink Point of Difference (POD)

Point of difference is strong, favorable, unique brand associations for a brand. Pods are attributes or benefits that consumers strongly associate with a brand positively evaluate and believe that they could not find to the same extent with a competitive brand.

Points Of Differences:

The biggest barrier today for people is the cost of handsets. Banglalink strive to lower the total cost of owning a mobile. They are here to help make a difference in people's lives by providing affordable and reliable connectivity solutions. Banglalink will strive to connect people and link their lives by listening to them and by understanding their needs. They are here to help you speak your language.

They also provide

- free TNT incoming.
- Itemized bill for post-paid customer.
- Payment through ATM.
- I' care 125
- Sms Adda
- Picture message.
- International sms
- I' cook, etc.



CBBE Model For Banglalink

Brand Salience: Brand salience means how a brand is worked to consumers by providing benefit or association on a specific situation or circumstances. Banglalink as a communicating weapon stands with its good networking system.

Breath and depth of awareness: Banglalink has deeply taken its position in consumers mind. Day by day the number of its market are expanding. And people who have several types of SIM cards most time are Banglalink SIM cards.

Product category structure: Banglalink provides different types of service with its products. consumers have built on organized structure of its different types of service in their memories.

Brand Performance: Product or service is indirectly related to brand performance. a consumers can make an idea of a brand when he or she consumes it's product. Similarly Banglalink has determined what types of service they would provide. And it also informs consumers about its performances through public communications. Banglalink brand performance includes following attributers:

- Communication through networking (primary ingredients)
- Few change and handling customer competent credibility and serviceability)
- Because of its good service more people are loyal
- The price is very low.

Brand Imagery: The customers of Banglalink are now thinking about this brand abstrusely rather than what it actually does that one customer do not think what one brand does to satisfy this needs, rather they think about some extrinsic properties of Banglalink such its vast advertising.

Brand Judgment: The customers personal opinions are considered as brand judgment. Through the television broadcasting, Banglalink holds customer's Personal opinions. In order to this judgment they consider brand performances and others associations.

Brand quality: Customers determine Blink's service quality after using.

Brand credibility: Banglalink brand credibility is determined on one basis of following three factors:

- Perceived expertise (competency, innovative Nd market shares)
- Trustworthiness (Dependable and keep customers interest in memory)
- Likelihood (provide fun environment)

Brand consideration: brand consideration is the extent to which the customers find a brand appropriate and meaningful to themselves. It is quite tough in Banglalink. It is noticed that few customers living in a specific area get network easily using Banglalink. But they could not get the benefits using other SIM cards.

Brand superiority: Some customers prefer Banglalink to others brands.

Brand feelings: Brand feelings are the emotional reactions to the brand. some brand feelings about Banglalink have been created in consumers.

1. Growth: people set mental peace when they can easily get network using b link.
2. Fun: Banglalink provides these types of facilities as joke fun chat adda etc.
3. Excitement: when the consumer feels that they are getting something special offers. Banglalink offer special something for customers.
4. Security: Banglalink provides safety security and self-assurance.
5. Social approval: using Banglalink sim cards some people get positive reactions of others. Because they can get people they need easily besides them using Banglalink sim cards.
6. Self-respect: consumers feel better about themselves using this brand product.

Brand resonance: There has been built a deep and strong brand between Banglalink and its markets.

Four type of brand resonance as:

1. Behavioral loyalty: consumers using Banglalink SIM cards would be concerned with this brand.
2. Attitudinal attachment: Banglalink always remains attachment with its customers by its marketing program and customers also response.
3. A sense of community: considering the advantages of Banglalink others people in society also using Banglalink SIM cards.
4. Active engagement: the existing and current consumers spend much time energy and money obtaining Banglalink products and services.

Any sets of Problems Banglalink Go through:

Banglalink is one of the leading companies of the country. They are the 3rd largest company in the telecommunication arena. But they do have some drawbacks, they are:

Their one major problem is the network coverage. Banglalink has a problem in this sector.

Banglalink also has some problem like they don't yet earn profit from the market, they still have to pay lots pf subsidiary. They are not as persuasive as the competitors do.

Tariff rate is the competitive disadvantage that "Banglalink" have to go through. The giant mobile company Grameen Phone is offering the EDGE service, which includes the GPRS and MMS. "Banglalink" is still not covering these functions.

Their problem is their low market share.

Recommendation & Particular

To get rid of the problem we think the following steps can be taken:

They must try to increase the local investment to increase technological progress for better networking.

- They should improve the promotional quality. They should go for more persuasive and aggressive ad than the competitors.
- They should try to decrease the call rate by providing customers 0.50taka/ minit.
- They have to increase their market share.

The company must develop the infrastructure and the network more efficiently.

Conclusion

Banglalink, one of the leading cellular service providers in Bangladesh is pledged bound to serve its customers with numerous lofty and fascinating facilities at competitive tariff rates and billing precise.

Banglalink always want to improve the facilities and services to the subscribers to provide the maximum benefits. So they always try to set the pricing policy in favor of the customers. From all our research and findings we can come to this point that Banglalink is now providing a very reasonable and flexible pricing system to fulfill the customers' demands and requirements.

They have some unique specialties in the market and they are continuously trying to improve their service quality and to overcome all their obstacles and mistakes to touch the maximum satisfaction level of the customer. Therefore at the current period among all the mobile phone operators in our country it has been possible for Banglalink to hold its market position and profitability in an efficient manner.

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Mr. Nafiz Rahman
ROLL OUT SPECIALIST
NETWORK DEPLOYMENT
BANGLALINK

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