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Fall - 2010

Course: BUS 300

EXPLORATORY RESEARCH ON THE ACTIVITIES OF THE "MARKET
COMMUNICATIONS DEPARTMENT" OF CITYCEL

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AN EXPLORATORY RESEARCH ON THE ACTIVITIES OF THE “MARKET COMMUNICATIONS DEPARTMENT” OF CITYCELL

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December 19, 2010

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Sub: Submission of Internship Report on Pacific Bangladesh Telecom Ltd (Citycell).

Dear Sir,

It is a great pleasure for me to submit the report on “An exploratory research on the activities of the “Market Communications department of Pacific Bangladesh Telecom Ltd (Citycell)”. I am submitting this report as the part of my internship (BUS-499) in Citycell. This report will help the organization to find out related factors of Market Communications Department.

This is an exploratory study in a complete form and I have tried my best to complete the study in proper format with the actual data collected from the Marcomm department of Citycell within this limited time period. It is true that it could have been done in better way if there would not be any limitations.

I appreciate you will asses my report considering the limitations of the study. Your kind advice will encourage me to do further research in future.

Sincerely yours,

Sajid Al Noor
ID # 2007-1-10-014





Acknowledgement

In the preparation and finish this internship report, I acknowledge the encouragement and assistance given by a number of people and institution. I am most grateful to the Citycell Market Communications department to give me the opportunity to complete my internship in their organization.

I would like to express my gratitude to my Supervisor M. Sayeed Alam for providing me detailed feedback and advice on this report. He always gave me his suggestions in making this study as flawless as possible.

I also want to render my special thanks to my Citycell Supervisor Ms. Dareen Rahman (Senior Executive of Citycell), who always encouraged me to learn about the job and also help me to make this Report paper. I also want to thanks other Executives, Sr. Executives, Managers and other Interns who helped me in the Market Communications department of Citycell and to make this Report Paper. Special thanks go to the respondents, who spared their time generously, and took the trouble of answering a detail Questionnaire and helped me to complete my study.

I also like to thank my family and friend for giving me continuous support and suggestions. And never the less above all my heartiest thanks goes to all mighty Allah without his help I would not be here.



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Executive Summary

This research intends to explore the Market communications department under marketing department of Citycell. It is an exploratory research which gives an over all idea about the activities of the department and how it impacts on the overall Marketing department. In addition this research will find out how much the department is successful to achieve its goals and also here is shown some graphical representation by using the actual data collected from the Marcomm Department in this Report Paper.

The main job of the Market Communications Department is to promote their brands. All types of indoor and outdoor promotional campaign is the responsibility of the Market Communications department. For example TV Ad, News paper ad, Billboard, Different types of event management, sponsorships, newsletters, leaflets etc all of this promotional activities are the part of this department. One of the most important work of the Market Communications department is – before doing a promotional campaign of their brands they need to issue a Purchase Requisition form and Purchase Order form. Without the approval of these forms no campaigns can made.

Microsoft excel was used for all sorts of calculation and graphical representation for the research. Based on the calculation all sorts interpretation and recommendation was given at the end.

The starting part of the Report is basically collected from the Secondary sources. These are actually overview of the company and some idea about the other departments of the Citycell under the Marketing department. There are some of the information about the Market Communications department is also collected from the secondary sources. But other information and graphical analysis about the Market communications department is collected from the Primary source. That is from the Citycell, department of Market Communications. Here also explained about different promotional and other activities of the Market Communications department, which is actually given here based on 3 months work experience in Citycell as an Intern.



Last but not the least, based on the analysis recommendations are suggested for the Market communications department. These recommendations will definitely improve the overall company image if implemented efficiently.

Finally, this research will encourage further study and useful guidelines for these types of researches.



INTRODUCTION

Citycell (Pacific Bangladesh Telecom Limited) is Bangladesh's and South Asia's pioneering mobile communications company and the only CDMA mobile 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 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 standards of technology and a choice of packages at affordable rates.

The company operates a 24-hour call centre with 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.

Following lists the shareholders of the company:

- Pacific Motors Limited
- Pacific Traders Limited
- Pacific Industries Limited
- Far East Telecom Limited
- SingTel Asia Pacific Investments Pte Ltd
- SingTel Consultancy Pte Ltd
- Singapore Telecom Paging Pte Ltd

The research will concentrate on the Market Communications department's activities of the company. The activities of the department is discussed here with the actual data collected from the Department and other information of the activities of the Marcomm department is given here based on the job experience and personal survey among the executives of Marcomm.

RESEARCH PROBLEMS AND LIMITATIONS

- (a) Time is one of the problems to prepare a Report through the survey.
- (b) Sometimes managers and other executives do not give us proper time and information for our survey.
- (c) One of the big problems is that we are unable to collect all the data as these are confidential.
- (d) According to my job contract, my job hours start from 10AM and finish at 7PM. So I have got very less time for preparing this Report.
- (e) Data collection process was irregular.

RESEARCH OBJECTIVES

As mentioned earlier in the research problem this exploratory research will find out different activities of Market Communications department of Citycell.

The purpose of the study is to provide a specific and accurate synopsis of the overall Market communications department of Citycell. As a new company how they are managing the all promotional activities. What sorts of communication form strategy is been using are to be discussed here. Also I have tried to find out the actual trends of this department through the graphical representation.

In addition, how much impact is been created with the Market communications department, how this impact is helping the company in doing business.

Also the purpose is to explore the effectiveness of Citycell print & TV advertisement and Outdoor activities.



ABOUT CITYCELL

Citycell (Pacific Bangladesh Telecom Limited) is the first mobile communications company of Bangladesh. It is the only CDMA network operator in the country. As of 1 March 2008, Citycell's total mobile subscriber base is 1.56 million, up 137 per cent or 680,000 from two years ago, giving it the best growth rate of the company till date. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom.

By the end of 2007 Citycell had refurbished its old brand identity and introduced a new logo and corporate identity; the new logo is very reminiscent of the old logo. However the slogan has remained unchanged "**because we care.**"

As of July, 2010 Citycell has 1.89 million subscribers.

In 1989 Bangladesh Telecom Limited (BTL) was awarded a license to operate cellular, paging, and other wireless communication networks. Then in 1990 Hutchison Bangladesh Telecom Limited (HBTL) was incorporated in Bangladesh as a joint venture between BTL and Hutchison Telecommunications (Bangladesh) Limited. HBTL began commercial operation in Dhaka using the AMPS mobile technology in 1993 and became the 1st cellular operator in South Asia. Later that year Pacific Motors bought 50% of BTL. By 1996 HBTL was renamed as Pacific Bangladesh Telecom Limited (PBTL) and launched the brand name "Citycell Digital" to market its cellular products.

The CEO of the company is Mr. Mehboob Chowdhury and COO of the company is Mr. David Lee.



LOGO of CITYCELL



MARKETING DEPARTMENT OF CITYCELL

The Marketing team also consists of several teams, which includes

1. **Market Communications,**
2. **Value Added Services (VAS),**
3. **Product and**
4. **Device.**

The Product team is responsible for the designing of the special offers launched from time to time in an attempt either to increase customer base or to increase ARPU. The main 2 products of Citycell are Citycell One and Zoom Ultra. One is telecommunication and another is Mobile broadband. The VAS division is responsible for the continuously adding valuable services to provide a complete solution to existing customers, for example, for making conference calling & ring tone/logo downloads possible. The device department is actually responsible for supplying different types of handsets and modems. These three teams together are in charge of making the customers experience with our network more satisfying.

Market Communications department is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors. For Example they gives the print media ad, TV ad, billboard, events etc.

Finally coordination among the groups is very important. The product, VAS and device department needs to communicate always with the Marcomm department with their new offer. Before launching a new product/offer or service or device, these departments call a meeting with the Marcomm department. The meeting actually tells the Marcomm department that what have to be promote and how to promote.

HIERARCHY OF MARKETING DEPARTMENT OF CITYCELL

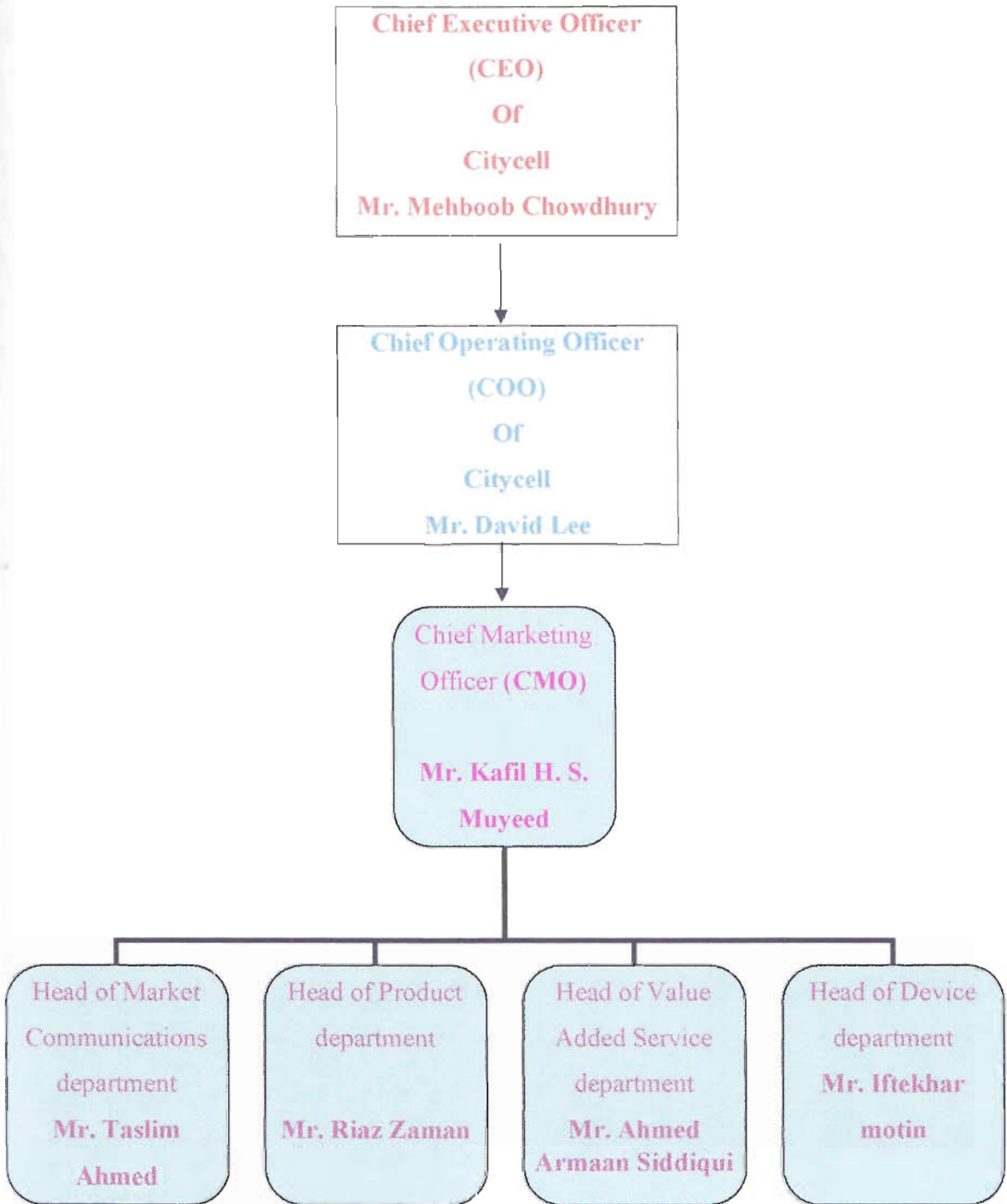


Fig 01: Organization chart of marketing department of Citycell

BRIEF IDEA ABOUT PRODUCT DEPARTMENT

Product department helps Citycell to discover the new ideas and new features in the product. Citycell always gives different offers on their products. These are actually maintained from the product department. Mr. Reaz Zaman is the head of the product department. There are almost 12 more executives who are involve in the product department. The department members always work as a team. Before they introduce a new product or new features in the product, they need to approve from the head of the department and CEO. Then they always communicate with the Market Communications department and tell them about the offers. So they call for a meeting with the Marcomm department in this purpose. Then Marcomm approve them and starts to promote this offer to the public.

They always survey the other operators, to know about their offers. According to their offers Citycell also respond on this way. Sometimes Citycell offers totally innovative product to the customers and sometimes they simply follow the other operators. Recently Zoom Ultra is the Market leader in the mobile broadband industry.

There are different products offered by the Citycell. Category wise Citycell offers mainly two categories of products.

- 1. VOICE**
- 2. MOBILE INTERNET**

VOICE

Voice indicates different types of call packages for different users. For Example -

CITYCELL ONE

1. Simplest mobile package in the market
2. Best FnF call rates to other operators
3. Attractive call rates to Citycell numbers
4. Competitive call rates to other operators
5. Supports high speed wireless data
6. Full access to all Value Added Services (VAS) such as Hello Tunes etc
7. BTCL and ISD incoming and outgoing facility

1. CITYCELL ONE PRE-PAID PACKAGE

- All Citycell One, and Citycell One 85 subscribers can migrate to this new price plan by writing Y to 4567 SMS at free of cost.
- 60 sec. pulse applicable.
- Tk. 0.20 call setup charges is applicable for Citycell to Citycell, Citycell to other operator and FnF call in first minute.
- Upon first successful recharge of Tk. 50 scratch card subscriber will receive Tk. 25 bonus talk time and 500 on-net free SMS with 5 days validity instantly. Rest Tk. 200 will be disbursed in 4 equal installments i.e. Tk. 50 upon recharge of Tk. 100 with 5 days validity each.
- All bonus talk time is usable for on-net calls only with Tk. 1.50/min + 15% VAT.
- 100 MB free data will be given on activation to all new connections only with 5 days validity. To activate this offer type 100 and send to 9666 (port charge free). Subscribers must require to activate this offer before subscribing to any other data plan.
- Free SMS can be checked through *887. Free data usage can be check by writing usage to 811.
- All permanently disconnected subscribers will avail the Citycell One new price plan only from the commercial date onwards.
- 15% VAT applicable in all tariff mentioned above.

2. CITYCELL ONE POST-PAID USERS

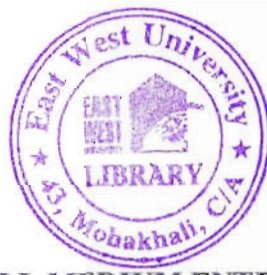
- 4 FnF numbers to other operators
- 30 sec pulse applicable for all outgoing voice calls to other operators
- TK. 50 monthly rent applicable

3. CIYCELL ONE PCO

This package is actually offered to only those persons who actually want to do mobile phone business in the small shop or countryside. The call charge of this package is very cheap that can the business person make the profits.

4. CITYCELL ONE CORPORATE

This package is actually offered to only for the large organizations. Ciycell offers different offices to take the corporate rim for their employees. Call rate very much cheaper in this package. But you have to take this package in a huge number for your employee's official purpose. The call rate is very cheap between the employees of the same organization in this package.



5. CITYCELL ONE SMALL MEDIUM ENTERPRISE (SME)

This package is actually offered only for the small and medium organizations. Citycell offers different small offices to take the SME rim for their employees. Call rate very much cheaper in this package. But you have to take this package in a large number for your employee's official purpose. The call rate is cheap between the employees of the same organization in this package.

অন্য অপারেটরে প্রিয়জনদের সাথে কথা বলুন অবিশ্বাস্য কম রেটে!

অন্য অপারেটর-এ
৳ ১৬৫
সহায়না/মি.

এছাড়াও নতুন সংযোগে উপভোগ করুন **১০০ MB** ডাটা
(১৫০ kbps পর্যন্ত), **৫০০ SMS** এবং **২২৫** টাকার টকটাইম

Citycell One 79	
সংযোগ মূল্য	৳ ৪০০
সিটিসেল থেকে সিটিসেল	৳ ০.৫৯/মিনিট
অন্য অপারেটরে	৳ ০.৭৯/মিনিট
SMS	৳ ০.৫০

বিস্তারিত জানতে কল করুন ১২১. ০১১৯৯ ১২১ ১২১ অথবা
ভিজিট করুন www.citycell.com





MOBILE INTERNET

CITYCELL ZOOM ULTRA

Ultra is the new and upgraded package from Zoom™ high-speed wireless internet service that runs on state-of-the-art **EV-DO technology**, the evolution from CDMA 1X technology. You can experience download speeds of **up to 512 kbps**, and the Zoom™ Ultra connection enables you to access this high-speed internet by simply connecting to your laptop or desktop computer.

Zoom™ Ultra provides never-before internet speeds on the move, and plug-and-play service through a versatile USB interface. The high speeds facilitate a superior internet browsing experience with video streaming, video surveillance, and rich media content.

ZOOM ULTRA PRE-PAID AND POST-PAID PLAN

Get used to surprises
 All the internet features which you have thought of before, will now come true.



ultra POST-PAID PLAN

Speed up to	Usage Limit	Monthly Subscription Fee	Extra Usage Fee
150 kbps	1 GB	Tk. 275	Tk. 0.0004/kB
	2 GB	Tk. 450	Tk. 0.0002/kB
	3 GB	Tk. 600	Tk. 0.0002/kB
	5 GB	Tk. 700	Tk. 0.0002/kB
	Unlimited	Tk. 1500	N/A
300 kbps	2 GB	Tk. 850	Tk. 0.0005/kB
	3 GB	Tk. 1100	Tk. 0.0002/kB
512 kbps	2 GB	Tk. 2200	Tk. 0.0006/kB
	5 GB	Tk. 3500	Tk. 0.0002/kB

ultra PRE-PAID PLAN

Plan	Speed up to	New Usage Limit	Subscription Fee	Validity	Extra Usage Fee
Ultra 1	150 kbps	800 MB	Tk. 275	30 days	Tk. 0.001/kB
Ultra 2	300 kbps	1.5 GB	Tk. 800	30 days	Tk. 0.002/kB
Ultra 3	512 kbps	1.5 GB	Tk. 1800	30 days	Tk. 0.003/kB
Ultra 4	150 kbps	200 MB	Tk. 40 (Daily)	1 day	Tk. 0.001/kB
Ultra 5	150 kbps	Unlimited <small>(10am - 8:00am)</small>	Tk. 275	30 days	Tk. 0.50/Minute <small>(10am - 12:00am)</small>
Ultra 6	150 kbps	1.5 GB	Tk. 400	30 days	Tk. 0.001/kB

To activate Pre-paid ultra plan, type the desired Ultra plan name from your Ultra connection and SMS to 9666

Fair Use Policy applicable

- Charge applicable for extra usage above the usage limit
- Plan applicable for ultra modem & Ultra connection only
- Speeds refer to download speeds only
- VAT & conditions apply



THE FASTEST MOBILE BROADBAND IN BANGLADESH



BRIEF IDEA ON VALUE ADDED SERVICE DEPT.

Mr. Ahmed Armaan Siddiqui is the head of the department of Value Added Service. Citycell always gives different offers of services for their customers. Such as Hello Tunes, Gift Box, Mobile Banking, Bill Payment etc. These are actually maintained from the value added services. There are almost 13 more executives who are involve in the VAS department. The department members always work as a team. Before they introduce a new service for the customer, they need to approve from the head of the department and CEO. Then they always communicate with the Market Communications department and tell them about the service offer. So they call for a meeting with the Marcomm department in this purpose. Then Marcomm approve them and starts to promote this service offer to the public.

DIFFERENT TYPES OF VALUE ADDED SERVICES

1. Hello Tunes

Hello Tunes is here! Whoever calls you now will get to hear your choice of song, poem or a funny tune. You can also record you own voice and set it as your Hello Tune.

2. Gift Shop

Send your loved ones your selected song as a **Music gift**, your own voice message as a **Voice Gift**, or **both together**. At Gift Shop, you will find special gifts for birthdays and wedding anniversaries and a variety of personal messages on love, sorrow and much more.

3. Dost

Here you can actually choose **DOST** by listening the **DOST** names. For details you can peep into their profile and decide whether you want to talk with him/her or not.

4. Music Box

“Music Box”, the first Mobile Music service, offers an unlimited access to the world’s music. It has got a collection of more than 4000 complete songs in four different categories with the promise of updating the collection on regular basis.

5. Mobile Banking

In the world of Mobile Banking, you can pay your Citycell One post-paid bill just by sending an SMS or from ATM or just by logging into the Bank website. Currently you can Mobile Bank with Dutch-Bangla Bank Limited (DBBL) only.

6. Bill Payment (Citycell Moneybag)

You can pay your Desco and Wasa bills through the Citycell. You can pay it through the Citycell Customer Care Center, Citycell Customer Care Point or with the Cash Card.

BRIEF IDEA ON DEVICE DEPARTMENT

Mr. Iftekhar Motin is the head of the department of Device. Citycell always gives different Handset offers for their customers. There are almost 8 more executives who are involved in the Device department. When the department members introduce a new Handset or Modem for the customer, they need to approve from the head of the department and CEO. Then they always call for a meeting with the Marcomm department to promote the Handset or Modem. Then Marcomm starts to promote this Device offer to the public as Handset Variation or Modem Variation.

There are some Devices offered by the Citycell

ZTE AC 2726+ Pre-Paid Connection	Tk. 2990
ZTE AC 2726+ Post-Paid Connection	Tk. 3490
Huawei EC 122+ Pre-Paid Connection	Tk. 2990
Huawei EC 122+ Post-Paid Connection	Tk. 3490
Huawei EC 167+ Pre-Paid Connection	Tk. 3390
Huawei EC 167+ Post-Paid Connection	Tk. 3890



MARKET COMMUNICATIONS DEPARTMENT

The Market Communications Department of Citycell plays the key roll of advertisement, public communication, promotion, event management, sponsorship, outdoor, & others. The department is consists of total 13 members led by one head of the department Mr. Taslim Ahmed, who has vast experience in Marcomm. activities.

WHY YOU NEED MAKET COMMUNICATION

While the public part implies inclusion of things like public affairs, public press conferences, media events, community relations, investor relations, internal communications and crisis communications, it also involves a lot of behind-the-scenes, non-public activity. It could involve simply the writing of a press release, but it could also involve coordinating media contacts for an event or conference, securing credentials, lobbying for article placement and the like.

Sometimes public relation is an effort to influence the public. This is especially true for political action groups, associations and other groups. Sometimes public relation is community relations. Just look around your own community to see how many companies and organizations have a community affairs initiative or a person in charge with a related title.

What the people wants to hear is a good story. Good communication is the telling of a good story. The better the story, the better the acceptance by the people and the better the public relations, of course if the story is especially appealing to those that could be your clients. In this case, it is communication with your target market that may or may not be very public.



Communication importance is changing, according to The Fall of Advertising. American marketing strategists Al and Laura Ries argue that Communication has become the most effective way to build a brand. Well-known brands like The Body Shop, PlayStation and Harry Potter spend little on brand-name advertising. The same is true for many entrepreneurial companies like yours. Business owners become known in their respective fields of concentration many times through public relations and the associated media generated.

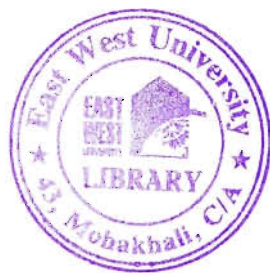
Communication takes place in many ways with your target market. You may be communicating about a new product, spreading news about your company or making a major announcement. You want to communicate publicly, but the only people you care about are potential prospects, customers or investors, in the case of a partnership or a public company. One exception may be communication to a group that you are trying to influence for the best interest of your company and target market. An example of this is lobbying government.

Marrcomm is just one part of marketing, as marketing is made up of many things. Sometime one may see it a very costly process. Because huge investment is need to establish a brand. Citycell has already spent huge money for its brand promotion in the growth stage. Now Citycell is in the Maturity position. Already people know about the Citycell. Though Citycell needs to promote it's brands all the time to survive from the competition.

When the Zoom Ultra launched for the first time in Bangladesh as a mobile broadband, then Citycell spent a huge amount to promote the brand. Still it is in the growth stage. Zoom Ultra was the first mobile broadband service in Bangladesh. So it has got the great advantage for that. The biggest advantage of Zoom Ultra is it has already covered it's network almost in 61 district of Bangladesh. So now Zoom Ultra is the market leader as Mobile broadband in Bangladesh. So it is time to promote more and more Zoom Ultra to hold the same position in the market.

Many different types of services introduced by Citycell every time. These are very important for the company. Now it's time to give maximum services to the customers. Other competitors are doing the same things. Every mobile company is making different agreements to give different services to their customers. The demand of these services are very high among the customers. For example customers don't want to go for bill payment. So city cell has made the agreement with the Desco and Wasa. Through this agreement people can pay their bills through the mobile.

So these are excellent ideas to satisfy the customers. So it is very important to inform the customers about these services. So the advertisement, promotion, campaign is very important. So although the promotional campaigns are very costly, it is very effective and essential for a company. So the Market Communications department is also very important. Without this department no promotion is possible.



HIERARCHY OF MARCOMM DEPARTMENT

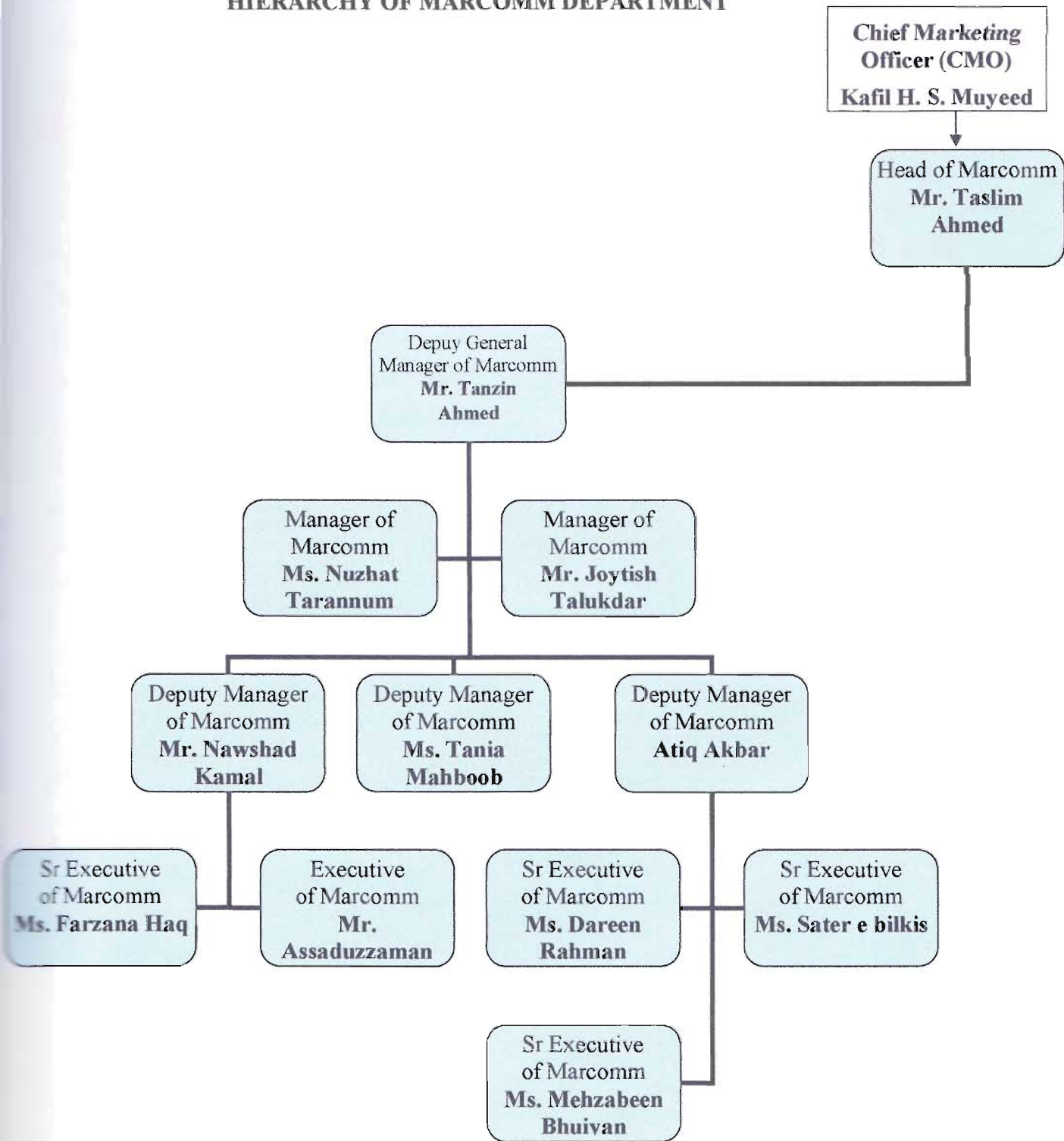


Fig 02: Brief organization chart of Market Communications department of Citycell.

Activities of Market Communications department of Citycell

Different types of activities are been conducted in this department. For each of the activity senior executives works along with his/her deputy managers. The overall control of the department is with the departmental head General Manager Mr. Taslim Ahmed and two Marcomm manager Ms. Nuzhat and Mr. Tanzin is there to help him out. Mainly the work has been distributed between these two managers and head of the department. The Press, publication, magazines and other this related materials are been dealt by Ms. Sater e bilkis and Ms. Dareen Rahman. Then they report it to Deputy manager Mr. Atiq Akbar and Ms. Tania haq. TV and Radio is dealt by Ms. Mehzabeen Bhuiyan. She also needs to report on Mr. Atiq Akbar and Tania Haq. Mr. Assaduzzaman deals with the outdoor activities. Such as Billboard, leaflet, sticker etc. He needs to report to deputy manager Mr. Nawshad Kamal and Mr. Jaytish Talukdar. Different types of Newsletters, Cards, Leaflets are dealt by Ms. Farzana Haq. All types of Sponsorships, Gifts and event managements are dealt by Mr. Nawshad Kamal and Mr. Joytish Talukdar. They all are need to take the approval of these promotional activities from the GM Mr. Taslim Ahmed and Chief Marketing Officer (CMO) Mr. Kafil H. S. Muyeed.

Currently there been nine (12) activities are done by the department of Market Communications Department.

Activity Name
Outdoor/Visibility
TV
Press & Publications
Events & Sponsorship
Radio Ad
Newsletters
Gift Items
Leaflets
Stickers
Web Based Communications
Press Conference
Others

Table 1: NAME OF THE ACTIVITIES OF MARCOMM. DEPT.

After spending resources on naming a product, it is imperative to support it through advertising and communication (Berry et al., 1988). For a product to succeed, the brand owner must dedicate more resources to promoting it through advertising. O'Malley (1991) writes that advertising is a key to sustaining appeal of brands. It is also a key to developing that appeal in the first place. Belch (2004) says that the first job of advertising is to build brand awareness and corporate brand approval. Through advertising, marketers expose the potential consumer to the brand and give them the opportunity to accept it.

Advertising should be thought of as an investment in the brand it is promoting. Just as a company would invest in technology and innovation, it must also invest in advertising and promotion if it is to succeed (Wentz, 1993).

According to The Economist (1989) Generally speaking, advertising is the promotion of goods, services, companies and ideas, usually by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling and sales promotion.

The magazine also mentioned (1989) advertising is the promotion of goods, services, companies and ideas, usually by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling and sales promotion.

PUBLICITY

Publicity is the deliberate attempt to manage the public's perception of a product or organization. The product could include anything from traditional goods and services, to celebrities, or works of entertainment (Gilbert, 1999).

From a marketing perspective, publicity is one of the variables that comprise the promotional mix. The other components of promotions are advertising, sales promotion, and personal selling. Promotion is one of the variables that comprise the marketing mix (Kotler, 1999).

According to Bitner in 1999 Publicity is the means of using an external entity (celebrities, people from the media, etc) to increase the awareness levels of the product, company, goods etc amongst the public and/or buying segment.

A media event at which no statements are made, and no questions allowed, is called a photo opportunity (Belch, 2004).

Lawrence (2004) told in one of his article that Television stations and networks especially value news conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of footage .

MARKETING COMMUNICATIONS

Gregory (1993) told Marketing communications (or marcom) consists of the messages and related media used to communicate with a market. Those who practice advertising, branding, direct marketing, graphic design, marketing, packaging, promotion, publicity, public relations, sales, and sales promotion are termed marketing communicators, marketing communications managers, or more briefly as marcom managers.

A corporate image refers to how a corporation is perceived. It is a generally accepted image of what a company "stands for". The creation of a corporate image is an exercise in perception management. It is created primarily by marketing experts who use public relations and other forms of promotion to suggest a mental picture to the public. Typically, a corporate image is designed to be appealing to the public, so that the company can spark an interest among consumers, create share of mind, generate brand equity, and thus facilitate product sales (Grunig, 1984).

Grunig (1984) also added corporations are not the only form of organization that creates these types of images. Governments, charitable organizations, criminal organizations, religious organizations, political organizations, and educational organizations all tend to have a unique image, an image that is partially deliberate and partially accidental, partially self-created and partially exogenous.



PRINT MEDIA

News paper ad, Magazine ad, press conference for corporate signing and press release of any activities are part of Market Communications department job.

News paper is a good source of media for advertisement of a product. Every educated people like to read the newspaper. It is not possible for TV channels to cover all the news in the television news. Also it is not possible to broadcast news in detail. But in newspaper you can publish all the news which is not possible to cover in the television and newspaper can publish news with a detail history than the Television Channel. In a particular time the TV news starts and within half an hour it finished. But in case of Newspaper there is no time limit. So people are mostly prefers newspaper. Also the newspaper contains many interesting thing also rather than only news. Such as- cartoons, jokes, educational materials, games, interviews of different celebrities etc. so it is actually a good media to give the advertisement of the products on Newspaper and according to the survey of different person it is very much effective also. The cost of advertisement is also very cheaper than the Television.

There are many newspapers in Bangladesh. So it is easier to communicate to the customer through the news paper. There are almost 100 newspapers exist in our country. From them some are whole country wise and some are regional newspapers. Daily Prothom Alo, Daily shongbad, Daily Jugantor, Daily Jonokontho, Daily Kaler Kontho, Daily Shomokal, Daily Star, Daily Amar Desh, Daily Naya Diganto, Daily Financial Express, Daily Amader Shomoi, Daily Destiny, Daily Ittefaq, Daily Manab Jamin, Daily Vorer Kagoj, Ajker Kagoj, Daily Independent, Daily Observer, Daily Azadi etc.

A regional newspaper is published for a particular regional area of a country. These are actually local newspaper of that particular region. For example Daily Shonali Shongbad, Daily Sylheter Dak, Chatgaar Bani, Sylheter Bani, Daily Purbanchal etc.

The most popular newspaper is Daily Prothom Alo, Daily Naya Diganto, Daily Star, Daily Kaler Kontho, Shomokal, Jugantor are more popular among the people. So citycell gives huge advertisement on these newspapers. The rate of these newspapers are also very high. The rate of Prothom Alo and Daily star is the highest among the newspapers. The newspaper rate calculates on the basis of “**Column per Inch.**” Also it depends on the page where the particular advertisement is given. The rate of first page in the newspaper is always very high. Then second page, Binodon page, Sports page, Last page accordingly. For example the rate of first page of Prothom Alo is almost 16000 Tk and second page is 10000 Tk. In case of Daily Star first page 12000 Tk and 2nd page 8000Tk. Citycell has the good relation with the different newspaper companies. So there is a fixed rate for Citycell for different pages. For example Citycell needs to pay 14000 Tk for front page and 9000 for 2nd page of Prothom Alo. The bill of this newspapers requires to pay within 20 days. It is mandatory for the Prothom Alo and Daily Star. But in case of others it can be delayed.

There are also different types of magazines also in Bangladesh. Such as Weekly, Monthly, Yearly etc. So these magazines are also good source of publicity. Many people love to read the weekly or monthly magazines. These magazines are also very colorful. So easily a company can give the advertisement of their products in these magazines and can attract the customers. Anandho Alo, Anondho Dhara, Shaptahik, Shaptahik 2000, Toitomboor, Dhaka Courier, Taroka Kathon, Press Club, First news, Palakar, Canvas, Travel world, Metropolitan Chamber of Commerce, Rotary club etc. the rate of the magazines are more cheaper than newspapers. It is near about 2000 Tk to 4000 Tk column per inch in every magazine.

An executive and deputy manager always checked the newspapers that all the news is given properly or not. They always check the date, page and size of the advertisement in the newspaper. They keep photocopies of these paper advertisements and also scan these ads to their personal computer as evidence. They also collect the advertisements of other competitors to know about their promotional strategy. It is very important for Citycell that how much the other mobile operators spend on newspaper ads



and what is the recent campaign is given by other operators. It helps Citycell for making their strategy. It helps to find out the threats and they try to take the necessary action or defense to protect its market.

PRESS CONFERENCES

According to Philip Kotler (1999); Bitner, M. J., and Zeithaml, V. A. (2003) A press conference consists of someone speaking to the media at a predetermined time and place. Press conferences usually take place in a public or quasi-public place. Press conferences provide an opportunity for speakers to control information and who gets it; depending on the circumstances, speakers may hand-pick the journalists they invite to the conference instead of making themselves available to any journalist who wishes to attend.

A news conference or press conference is a media event in which newsmakers (or people claiming to be newsmakers) invite multiple journalists to hear them speak and, most often, ask questions (Dick, 1994).

There are two major reasons for holding a news conference. One is so that a newsmaker who gets many questions from reporters can answer them all at once rather than answering dozens of phone calls. Another is so someone can try to attract news coverage for something that was not of interest to journalists before.

In a news conference, one or more speakers may make a statement, which may be followed by questions from reporters. Sometimes only questioning occurs; sometimes there is a statement with no questions permitted.

PRESS RELEASES

Press release format the typical press release announces that the statement is "FOR IMMEDIATE RELEASE" across the top (some may instead be embargoed until a certain date), and lists the issuing organization's media contacts directly below (Castaldo, 1995; Blois, 1999). The also added the media contacts are the people that the release's issuer wants to make available to the media; for example, a press release about new scientific study will typically list the study's lead scientist as its media contact. The bottom of each release is usually marked with ### or -30- to signify the end of the text.

There are given some great example of Press Releases are given to give an Idea.

THE 6TH CITYCELL-CHANNEL I MUSIC AWARDS WILL BE HELD ON DECEMBER 3, 2010



The grand gala program of the 6th Citycell-Channel i Music Awards was held on December 3, 2010 at the Lalbagh Fort, Dhaka. Like other years, the 6th Citycell-Channel i Music Awards has received huge response from the music artists and the entire music fraternity of the country. Anando Alo and Radio Today are the media partners and www.bdnews24.com is the online newspaper partner of the 6th Citycell-Channel i Music Awards.

CITYCELL SIGNS AGREEMENT WITH DBBL



Citycell signed strategic partnership agreement with Dutch Bangla Bank Limited (DBBL) on November 22, 2010 at Citycell Head Office, Mohakhali, Dhaka. Under this agreement, Citycell will use IPG (Internet Payment Gateway) of DBBL for E-Commerce services. With this service, all local and international customers will be able to avail products and services using any local or international Credit Card and Debit Card through E-Commerce service of Citycell. This service will facilitate day to day financial transactions through web.

Mr. David Lee, Chief Operating Officer of Citycell and Mr. Abul Kashem Md. Shirin, Deputy Managing Director of DBBL signed the agreement on behalf of their respective organizations.

NEWSLETTER

Newsletter is a printed paper copy with GSM Art Paper, where the new features of the product are given. This printed copy helps the customers to know about the products. In every month there are three or four types of Newsletter published by the Citycell. These Newsletters contain different features of different products. These newsletters actually keep in the Customer Care Center for the customers. These are freely given to the customers. In every month almost 68000 pieces of Newsletters issued by Citycell and almost 200000 Taka spends for that purpose.



TELEVISION

Television commercial is a very important means of communication in this electronic world. Now people spent a good amount of his/her time watching TV. Many television commercials feature catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. For an example – the ad of RC Cola or ad of Grameenphone ltd creates huge impact on viewers mind. The recent advertisement of Citycell Zoom Ultra That “**DO NOT DISTURB FOR TWO MONTHS**” creates a good impact on customers mind.

Animation is often used in commercials. Techniques can vary from hand-drawn traditional animation to different forms of computer animation. By using animated characters, a commercial may have a certain appeal that is difficult to achieve with actors or mere product displays. For this reason, an animated commercial (or a series of such commercials) can be very long-running, several decades in many instances. So in order to communicate people properly TV commercial is a mast for a mobile company. Like the competitors Ciyicell also has series of TV ads for its different sorts of packages and VAS services. Currently TV commercials are been shown in Channel I, ATN Bangla, NTV, RTV, Boishakhi, Ekushe Television & ATN News. Different company has the different rate card for telecasting the advertisement. From them rate of Channel I and NTV is the highest among the TV channels.

Every company makes the contract with the advertisement monitoring agencies before giving the advertisement in the television. Because otherwise it will not be possible for the company to monitor all the time, that whether the TV channels are providing their advertisement or not. Also the agency gives the report of how long and how many times and when the channels are given their advertisement in the television. It is very important for the company, because the rate of telecasting the advertisement in the television is different in different slots and time. It has different slots such as- Regular Hour, Peak Hour and Off-Peak Hour. The rate of Peak Hour is highest, then Regular

Hour and at last Off-Peak Hour. Sometimes TV channels telecast the advertisement in the Off-Peak Hour and charge for the Peak Hour rate or sometimes they do not telecast the advertisement, though already schedule was given for the advertisement and charge for the payment. So it is very important for a big company to keep someone for monitoring the advertisement. So they actually make the contract with the Media Monitoring Agency. The Agency always keeps 24 hours recording process of different TV channels and gives the reports to those organizations, which makes the contract with them.

The TV channels also charge their fees according to duration of the advertisement per minutes. So agency also records the actual time duration of advertisement and give the report to the organization.

Citycell has the contract with the “**RIANS MEDIA MINITORING EGENCY**”. Every week the agency sends the detail report of advertisement to the Citycell. They also send the detail advertisement information of other mobile operating companies of Bangladesh. That means Citycell actually collects the advertisement information of its competitors. But for that Citycell requires to pay more money to the Agency. It helps citycell to analyze its competitor’s strengths, weakness and Citycell also understand about its opportunity and threats. Also it helps Citycell to analyze competitors’ promotional activities, campaigns and offers and compare those promotional activities with their own. They also understand how much the competitors spend for the television advertisement.

Citycell sponsored many Television programs also. Citycell Channel I Music Awards is one of the biggest event sponsored by Citycell. Its an popular award function and the short form of this event is CCMA. This program is telecast in Channel I and the place is Lalbaag Fort of Dhaka. Another popular program of RTV “Road to Democracy” is always sponsored by Citycell. These are the programs where Citycell is the main sponsor. There are many other programs where Citycell also sponsored. But some of them are main sponsored by Citycell and some are the normal sponsor.

RADIO

Nowadays Radio becomes very much popular in Bangladesh. These all are actually private radio stations that transmit various entertainments. Such as songs, news, traffic updates, celebrity interviews and many other things for the young generations. It is more popular for the drivers, those actually driving the cars and waiting in the traffic jam. Nowadays in most of the cell phone has the radio option. So those who loves music they often hear the radio. Even a person can listen his/her favorite music in the radio by requesting to the radio jockey over telephone. Many people listen radio in their free time. So it is a very good media for a company to promote their products through the radio and advertisement cost is much cheaper than the television.

There are many radio stations are in Bangladesh. These become very much popular within a very short period. These are Radio Furti, Radio Today, Radio Amar, ABC Radio etc. Radio Today and Radio Furti are the most popular among the people compared to other radio stations. So their rate is also higher than other radio stations. Citycell also take this radio opportunity to promote their products.

For radio advertisement the radio station must have to send the radio transmission certificate at the time of sending bill in the Citycell. Otherwise there will be no proof, that the advertisement is transmitted. Citycell always checked the Radio Transmitted Certificate. One executive and one Deputy Manager deal with the radio and TV advertisement. Citycell on an average spent 9 to 10 lack Taka every month for radio advertisement. I think it is a great media to create a good impression on customers about the product.

BILLBOARD (ADVERTISING)

A **billboard** or **hoarding** is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers. The vast majority of billboards are rented to advertisers rather than owned by them (Wernick, 1991).

Typically showing large, witty slogans splashed with distinctive color pictures, billboards line the highways and are placed on the sides of buildings, peddling products and getting out messages. Billboards originally existed alongside and later largely replaced advertisements painted directly onto the sides of buildings or designed into roofs in shingle patterns (Stoykov, 2005).

All sorts of Billboard, Mega sign, posters, festoons, placard comes under this heading. Citycell billboard now can be found almost everywhere in Bangladesh. The brand name is now so popular that only by seeing the blue color logo people understand it is Citycell. New concepts like shop marker, shop sign are also been used for advertisement purpose. Almost 30% (Market Communications data base, 2010) of the total Marcomm expenses are been spent on visibility. Suppliers like Step media, Azad Art Hall, & CMS graphics works for the outdoor activities.



SPONSORS & EVENT



Sponsors and event is a popular way to promote the brands. Citycell always sponsors different programs and sports. Citycell channel I music award is a popular award ceremony which is totally sponsored by Citycell. Many times Citycell sponsored different sports tournament, such as cricket or football. Sometimes Citycell sponsored Bangladesh cricket or football team. Citycell also sponsors many TV programs also. Recently Citycell sponsored a basketball tournament and a beach cricket. Citycell sometimes sponsors many poor meritorious students for their higher degree.

Citycell also involve in many types of event management activities. This all are actually branding strategy of Citycell. For example recently Citycell arranged the World Diabetic Day with the Japan Bangladesh friendship Hospital. In this event people can check up their diabetics with free of cost. In mobile mela at boshundhara city Citycell decorate its stall. Recently Citycell promote its brand in the IT fair at North South University. These events actually help Citycell to become the focus of the people and to promote the brands. It also helps to achieve the brand loyalty from the customers.

CITYCELL 24TH NATIONAL BASKETBALL CHAMPIONSHIP 2010



PURCHASE REQUISITION

When the MarComm department wants to make some promotional expenditure then they call for the meeting. During the meeting they decide what will they do in their next promotional campaign. How many TV and newspaper ads will give. In every week or two weeks the head of the department calls for the meeting. They also decide in the meeting that which media and strategy they will use for the promotion of their brands.

Before they make any promotional expenditure they must have to issue a Purchase Requisition form. Different purchase requisition has to issue for different campaign. In the purchase requisition form, it mentions about the quantity of promotional tools, amounts and numbers of the advertisement or billboard. Actually Purchase Requisition form contains the overall budget of the promotional campaign. Each Purchase Requisition form there has a department serial number. Then there have to be the signs of executives who deal with this, head of the department's and chief marketing officer. After the approval of the Purchase requisition Marcomm sends it to Finance department for approval of it. When finance approves it then Marcomm can able to issue the Purchase Order. Sometimes Marcomm needs the approval of purchase requisition from the CEO. It depends on the amount estimated for the promotional purpose.

Some sample copy of Purchase Requisition Form has attached at the end of this Report Paper, after the Appendices part.

PURCHASE ORDER

After approval of Purchase Requisition the Marcomm issues the Purchase Order form. It is also called the Work Order form. The total amount estimated in the Purchase Requisition form may not be use fully. So Purchase Order needs to issue for that particular amount. Sometimes a promotional campaign will give in different newspaper. So Marcomm issued the purchase requisition form. But for each newspaper company you

need to issue different purchase order form. Then you have to send a copy of the Purchase Order to the vendor. After doing all these things again you have to do the same procedure. You have to need the approval from the head of the department and from the chief marketing officer. If the amount of Purchase Order is more than 500000 Tk then you have to send this purchase order to the CEO of Citycell for approval. After the approval of purchase order it becomes the eligible for process the bill.

Some sample copy of Purchase Order Form has attached at the end of this Report Paper, after the Appendices part.

BILL PROCESSING

Finally different vendors start to send their bills to the Marcomm department. Vendors send 3 copies of bills to the Marcomm department. One of the copy send to the VAT department for receiving the vat amount. Then Marcomm attach a photocopy of purchase order and purchase requisition form with the bill copy. Then again they need the signs of executives and head of the department in the bill copy. Then it has sent to the finance department and finance department receive it. Later finance department process the bills and pay the amount to the vendors. Moreover in case of billboard bill has o pay on installment. In 1st installment you have to pay 50% money of the actual amount. In the 2nd installment you have to pay 30% amount and in the last installment you have to pay 20% of the actual amount. The processing of the bills of billboard is same procedure as I mentioned already.



Promotional Expenditure of Market Communications Department

A company has to spend its maximum money to promote its brands among the customers. This is the main cost beard by the company. So company needs to know how much to spend accurately. If you spend more for promotional campaign, it may not be a wise decision. Because then company will make less profit or even the company may loss. Again if the company spends less promotional expenditure then the overall sales of the company may fall. So again the profit of the company can decrease. So you have to spent exact amount for your promotion. For that you have to have proper knowledge about that sector.

Here I have discussed the overall expenditure of Market Communications department of Citycell in 2010. Also I have discussed about the individual sectors expenditure. That is overall print media and Newsletter expenditure, overall TV booking expenditure, Overall Outdoor/Billboard expenditure, overall events and sponsorship expenditure and the other Marcomm expenditure in 2010. Also I have given the graphical representation of these expenditure. All these expenditure discussed here according to month of 2010. I have also tried to give the interpretation of these charts.

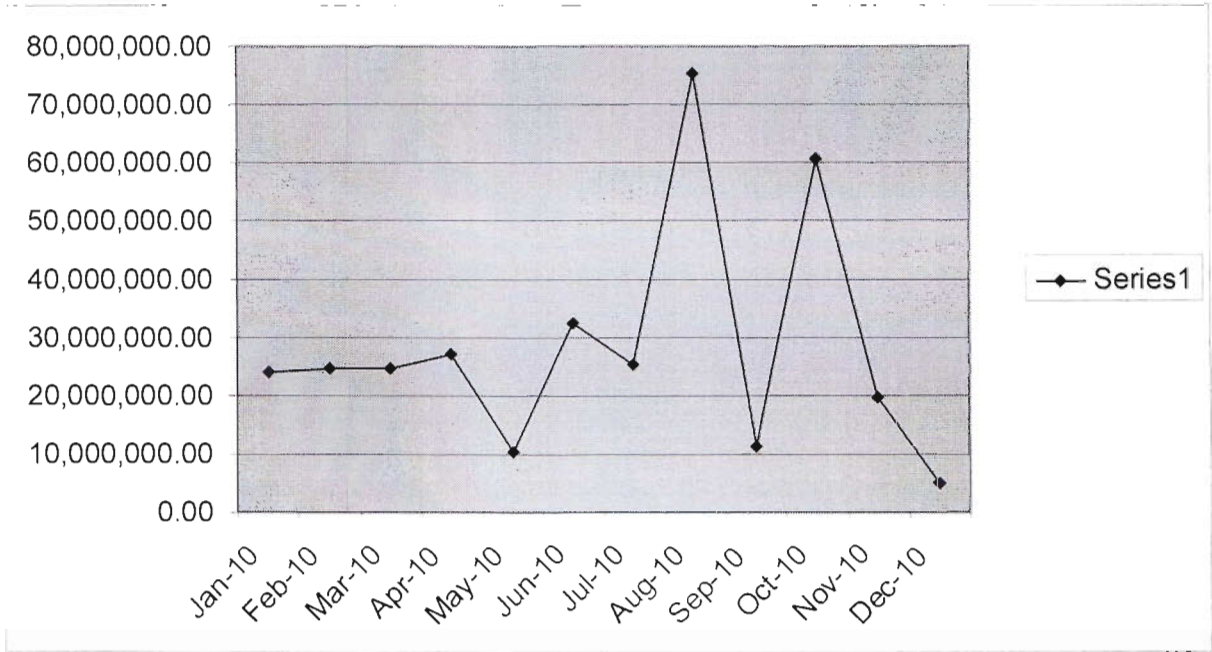
TOTAL PROMOTIONAL EXPENDITURE OF MARKET COMMUNICATION DEPARTMENT

Serial No	Month	Total Spent
1	January-10	23,919,844.00
2	February-10	24,471,026.00
3	March-10	24,436,243.00
4	April-10	27,141,888.00
5	May-10	10,267,469.00
6	June-10	32,493,171.00
7	July-10	25,074,287.00
8	August-10	75,226,123.00
9	September-10	11,348,125.00
10	October-10	60,744,673.00
11	November-10	19,720,636.00
12	December-10	4,852,702.00
	Total	339,696,187.00

Table 2: Total Promotional Expenditure of MarComm from January to December.

Here I have given the actual expenditure of Marcomm in 2010 from January to December. The total promotional expenditure of Marcomm is 85,917,255.00 Tk in this year 2010. It is a huge amount. Here the data of December is not accurate, because the December is yet not finished. So we will ignore the expenditure of December. In the month of August 2010 the total expenditure of Marcomm was 75,226,123 which is highest among the other monthly expenditure. The lowest expenditure of Marcomm is 10,267,469 in the month of May 2010. Average Expenditure of MarComm in 2010 is **25,917,067.58**. That indicates Marcomm of Citycell spends **25,917,067.58 Tk** on average in every month for its promotional purpose.

TOTAL EXPENDITURE OF MARKET COMMUNICATIONS DEPARTMENT



Graph 1: Graphical Explanation of Total Expenditure of MarComm Department.

The above graph shows the months of 2010. The X axis indicates the months of 2010 from January to December and the Y axis indicates the expenditure of total Market Communications department in each month. From the above graph we can see that in the month of August the line is in the highest point. That indicates the expenditure of MarComm is highest in the month of August. Here the expenditure of December is incomplete as December is yet not finished. So we will ignore the December. So we can see that the lowest expenditure take place in the month of May. If we analyze the graph then we can say that in January, February, March and April the expenditure was almost equal. But in the month of May it falls down hugely. Then it again increased in June. Then little fall in July and again increased hugely in August. Then again expenditure falls hugely in September and again increased in October. At last it starts falling in the month of November and December.

PROMOTIONAL EXPENDITURE OF PRINT MEDIA AND NEWSLETTER

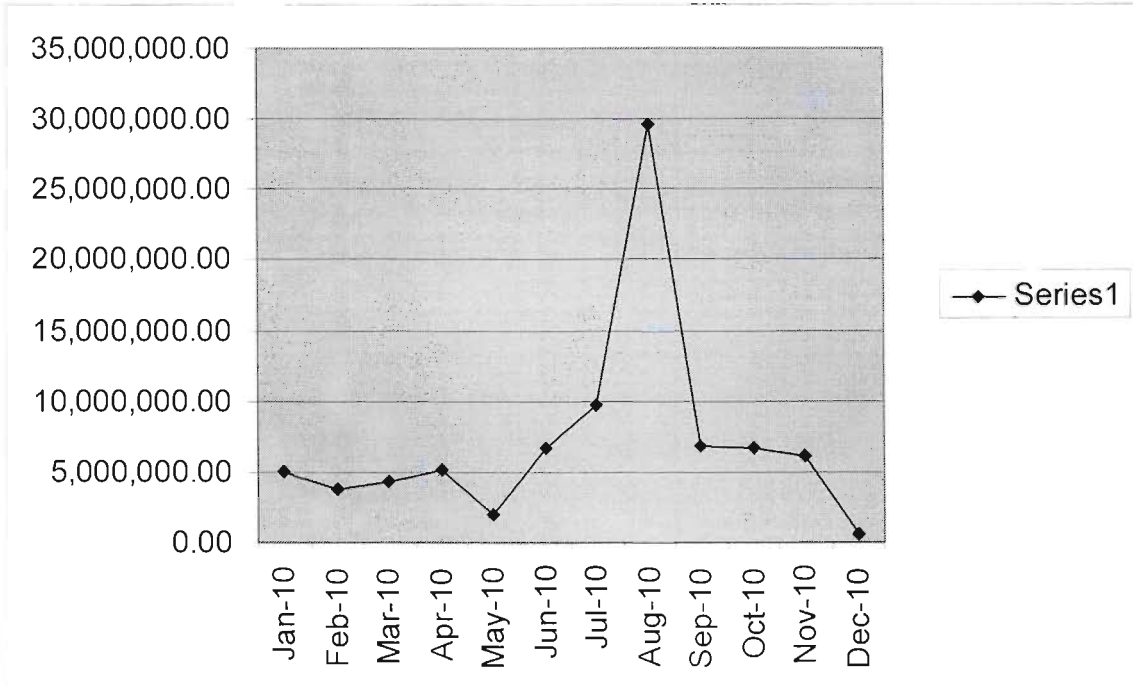
Serial No	Month	Total Spent
1	January-10	4,983,462.00
2	February-10	3,672,080.00
3	March-10	4,245,590.00
4	April-10	5,155,360.00
5	May-10	1,890,410.00
6	June-10	6,671,529.00
7	July-10	9,662,040.00
8	August-10	29,574,100.00
9	September-10	6,814,200.00
10	October-10	6,624,225.00
11	November-10	6,053,842.00
12	December-10	570,417.00
	Total	85,917,255.00

Table 3: Total Promotional Expenditure of Print Media and Newsletter from January to December.

Here I have given the actual Print media and Newsletter expenditure of Marcomm in 2010 from January to December. The total print media and newsletter expenditure of Marcomm is 85,917,255.00 Tk in the year 2010. It is a huge amount. Here the data of December is not accurate, because the December is yet not finished. So we will ignore the expenditure of December. In the month of August 2010 the total expenditure of Print Media and Newsletter of Marcomm department was 29,574,100.00 which is highest among the other monthly print media and newsletter expenditure. The lowest Print Media and Newsletter expenditure of Marcomm is 1,890,410.00 in the month of May 2010. Average print media and newsletter Expenditure of MarComm in 2010 is **7,159,771.25**. That indicates Marcomm of Citycell spends **7,159,771.25 Tk** on average in every month for its print media and newsletter promotional purpose.



TOTAL EXPENDITURE OF PRINT MEDIA AND NEWSLETTER



Graph 2: Graphical Explanation of Total Expenditure of Print Media and Newsletter.

The above graph shows the months of 2010. The X axis indicates the months of 2010 from January to December and the Y axis indicates the Print Media and Newsletter expenditure of Market Communications department in each month. From the above graph we can see that in the month of August the line is in the highest point. That indicates the Print media and Newsletter expenditure of MarComm is highest in the month of August. Here the expenditure of December is incomplete as December is yet not finished. So we will ignore the December. So we can see that the lowest expenditure take place in the month of May. If we analyze the graph then we can say that in January, February, March and April the expenditure was almost equal. But in the month of May it falls down hugely. Then it again increased in June, July to August. Then again expenditure falls hugely in September and again it falls consecutively in October, November and December.

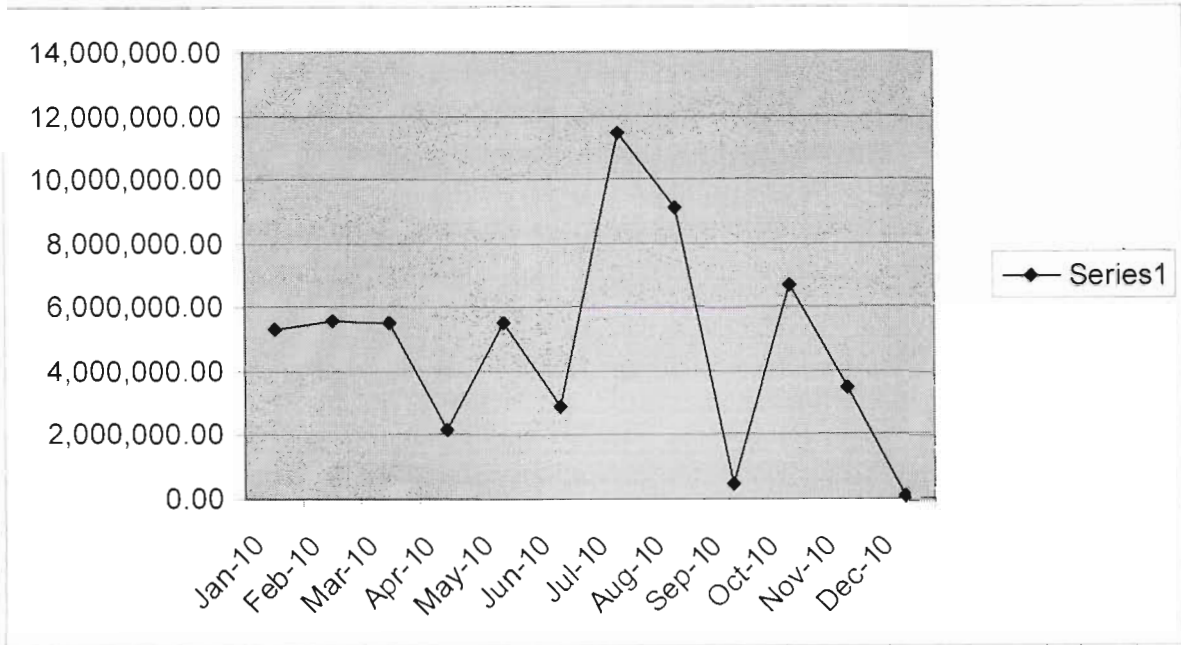
PROMOTIONAL EXPENDITURE OF TV AND RADIO

Serial No	Month	Total Spent
1	January-10	5,329,311.00
2	February-10	5,550,581.00
3	March-10	5,497,682.00
4	April-10	2,171,287.00
5	May-10	5,472,209.00
6	June-10	2,849,933.00
7	July-10	11,432,116.00
8	August-10	9,062,781.00
9	September-10	444,960.00
10	October-10	6,670,253.00
11	November-10	3,460,088.00
12	December-10	60,000.00
	Total	58,001,201.00

Table 4: Total Promotional Expenditure of TV and Radio from January to December.

Here I have given the actual expenditure of Marcomm in 2010 from January to December. The total TV and Radio expenditure of Marcomm is **58,001,201.00** Tk in the year 2010. It is a huge amount. Here the data of December is not accurate, because the December is yet not finished. So we will ignore the expenditure of December. In the month of August 2010 the total expenditure of TV and Radio of Marcomm department is 11,432,116.00 which is highest among the other monthly expenditure. The lowest TV and Radio expenditure of Marcomm is 444,960.00 in the month of September 2010. Average Expenditure of MarComm in 2010 is **4,833,433.42**. That indicates Marcomm of Citycell spends **4,833,433.42** Tk on average in every month for its promotional purpose.

TOTAL EXPENDITURE OF TV AND RADIO



Graph 3: Graphical Explanation of Total Expenditure of TV and Radio.

The above graph shows the months of 2010. The X axis indicates the months of 2010 from January to December and the Y axis indicates the Print Media and Newsletter expenditure of Market Communications department in each month. From the above graph we can see that in the month of August the line is in the highest point. That indicates the TV and Radio expenditure of MarComm is highest in the month of July. Here the expenditure of December is incomplete as December is yet not finished. So we will ignore the December. So we can see that the lowest TV and Radio expenditure take place in the month of May. If we analyze the graph then we can say that in January, February, and March the expenditure was almost equal. But in the month of April it falls down. Then it again increased in May and decreased in June. Then the TV and Radio expenditure increased hugely in July. Then it falls consecutively in August and September. In October there is an increasing sign and at last it again falls consecutively in November and December.

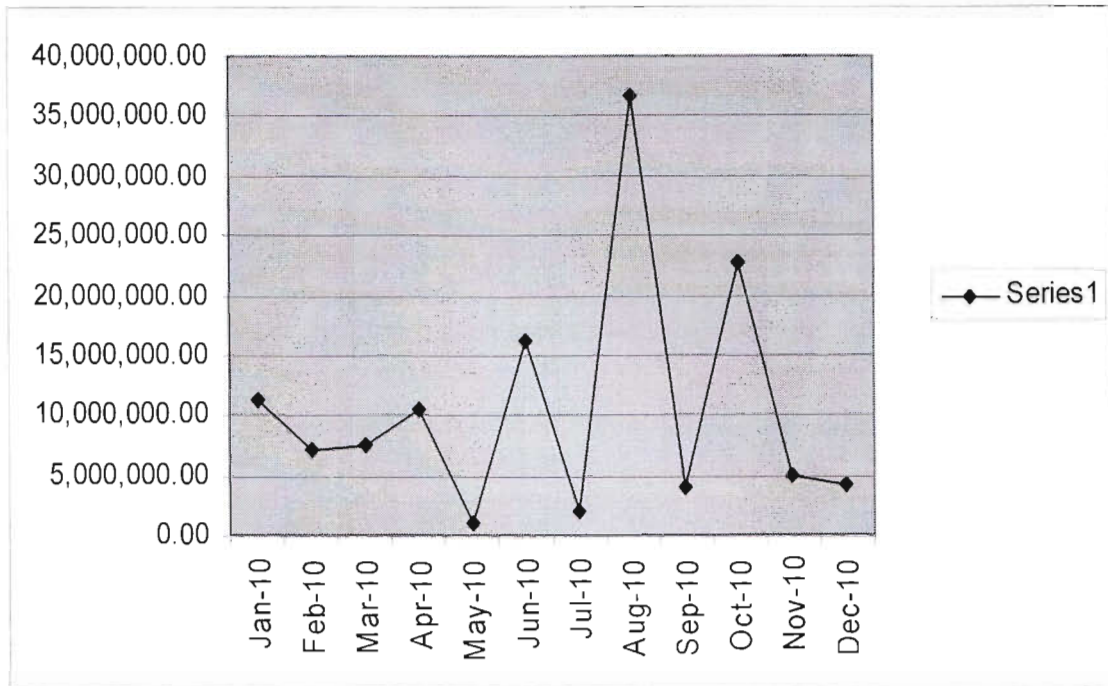
PROMOTIONAL EXPENDITURE OF SPONSORS AND EVENTS

Serial No	Month	Total Spent
1	January-10	11,188,620.00
2	February-10	7,149,325.00
3	March-10	7,502,463.00
4	April-10	10,365,650.00
5	May-10	1,041,500.00
6	June-10	16,140,722.00
7	July-10	2,052,260.00
8	August-10	36,637,301.00
9	September-10	3,846,470.00
10	October-10	22,591,091.00
11	November-10	4,982,411.00
12	December-10	4,220,285.00
	Total	127,718,098.00

Table 5: Total Promotional Expenditure of Sponsors and Events from January to December.

Here I have given the actual Sponsorships and Events expenditure of Marcomm in 2010 from January to December. The total Sponsorship and Event expenditure of Marcomm is **127,718,098.00** Tk in the year 2010. It is a huge amount. Here the data of December is not accurate, because the December is yet not finished. So we will ignore the expenditure of December. In the month of August 2010 the total expenditure of Sponsorship and Event of Marcomm department is Tk **36,637,301.00** which is highest among the other monthly expenditure. The lowest Sponsorship and Event expenditure of Marcomm is Tk **1,041,500.00** in the month of May 2010. Average Sponsorship and Event Expenditure of MarComm in 2010 is **10,643,174.83**. That indicates Marcomm of Citycell spends **10,643,174.83** Tk on average in every month for its Sponsorship and Event promotional purpose.

TOTAL EXPENDITURE OF SPONSORS AND EVENTS



Graph 4: Graphical Explanation of Total Expenditure of Sponsors and Events.

The above graph shows the months of 2010. The X axis indicates the months of 2010 from January to December and the Y axis indicates the Sponsorship and Event expenditure of Market Communications department in each month. From the above graph we can see that in the month of August the line is in the highest point. That indicates the Sponsorship and Event expenditure of MarComm is highest in the month of August. Here the expenditure of December is incomplete as December is yet not finished. So we will ignore the December. So we can see that the lowest Sponsorship and Event expenditure take place in the month of May. If we analyze the graph then we can say that in January, February, March and April the expenditure was almost equal. But in the month of May it falls down hugely. Then it again increased in June and falls in July. Then the Sponsorship and Event expenditure increased hugely in August. Then again it falls in September and increased in October. Finally it falls consecutively in November and December.

PROMOTIONAL EXPENDITURE OF OUTDOOR/BILLBOARD

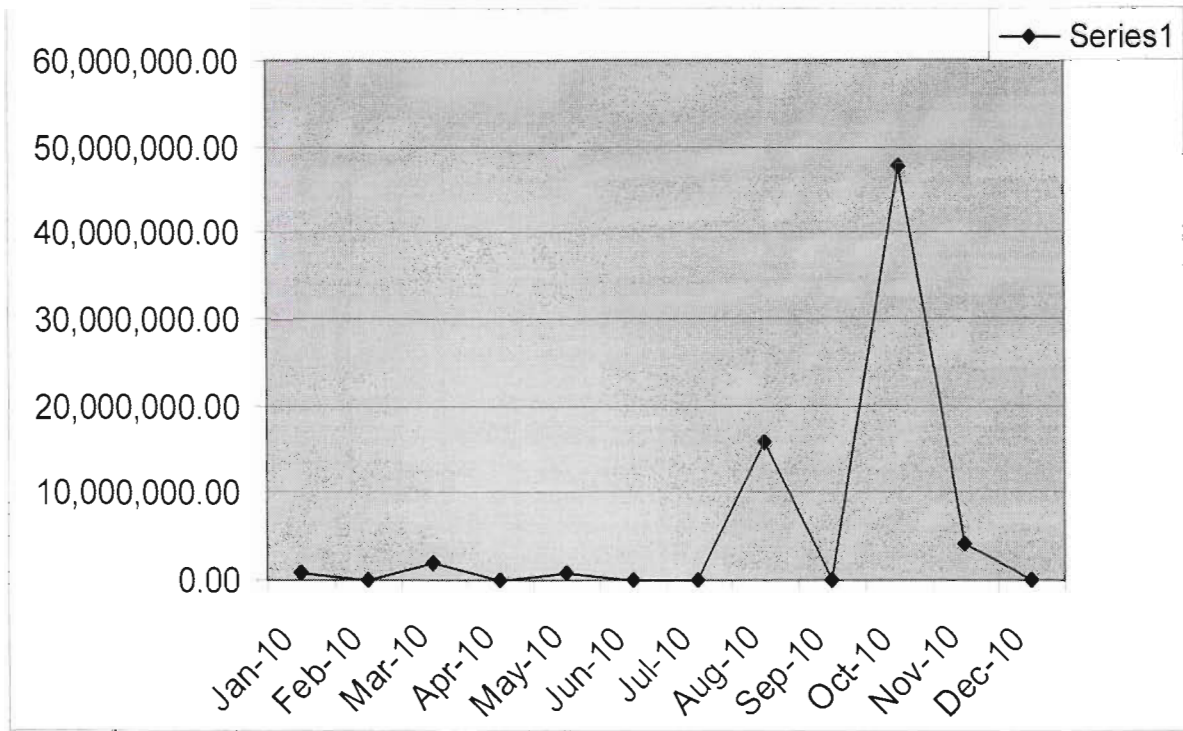
Serial No	Month	Total Spent
1	January-10	704,000.00
2	February-10	106,200.00
3	March-10	1,964,500.00
4	April-10	0.00
5	May-10	702,000.00
6	June-10	107,000.00
7	July-10	0.00
8	August-10	15,807,927.00
9	September-10	0.00
10	October-10	47,741,433.00
11	November-10	4,032,500.00
12	December-10	0.00
	Total	71,165,560.00

Table 6: Total Promotional Expenditure of Outdoor/Billboard from January to December.

Here I have given the actual Outdoor/Billboard expenditure of Marcomm in 2010 from January to December. The total Outdoor/Billboard expenditure of Marcomm is **71,165,560.00** Tk in the year 2010. It is a huge amount. Here the data of December is not accurate, because the December is yet not finished. So we will ignore the expenditure of December. In the month of October 2010 the total expenditure of Outdoor/Billboard of Marcomm department is Tk **47,741,433.00** which is highest among the other monthly expenditure. The lowest Outdoor/Billboard expenditure of Marcomm is Tk **106,200.00** in the month of February 2010. Average Outdoor/Billboard Expenditure of MarComm in 2010 is **5,930,463.33**. That indicates Marcomm of Citycell spends **5,930,463.33** Tk on average in every month for its Outdoor/Billboard promotional purpose.



TOTAL EXPENDITURE OF OUTDOOR/BILLBOARD



Graph 5: Graphical Explanation of Total Expenditure of Outdoor/Billboard.

The above graph shows the months of 2010. The X axis indicates the months of 2010 from January to December and the Y axis indicates the Outdoor/Billboard expenditure of Market Communications department in each month. From the above graph we can see that in the month of October the line is in the highest point. That indicates the Outdoor/Billboard expenditure of MarComm is highest in the month of October. Here the expenditure of December is incomplete as December is yet not finished. So we will ignore the December. So we can see that the lowest Outdoor/Billboard expenditure take place in the month of May. If we analyze the graph then we can say that in April, July, September and December there is no Outdoor/Billboard expenditure occurred. That means zero expenditure take place in these months. In January, March, May and June the Outdoor/Billboard expenditure is almost equal. All of them are very low amount. But suddenly it increased in the month of August and then again falls in September. Then the Outdoor/Billboard expenditure increased hugely in the month of October. Finally it falls down in the consecutive 2 months November and December.

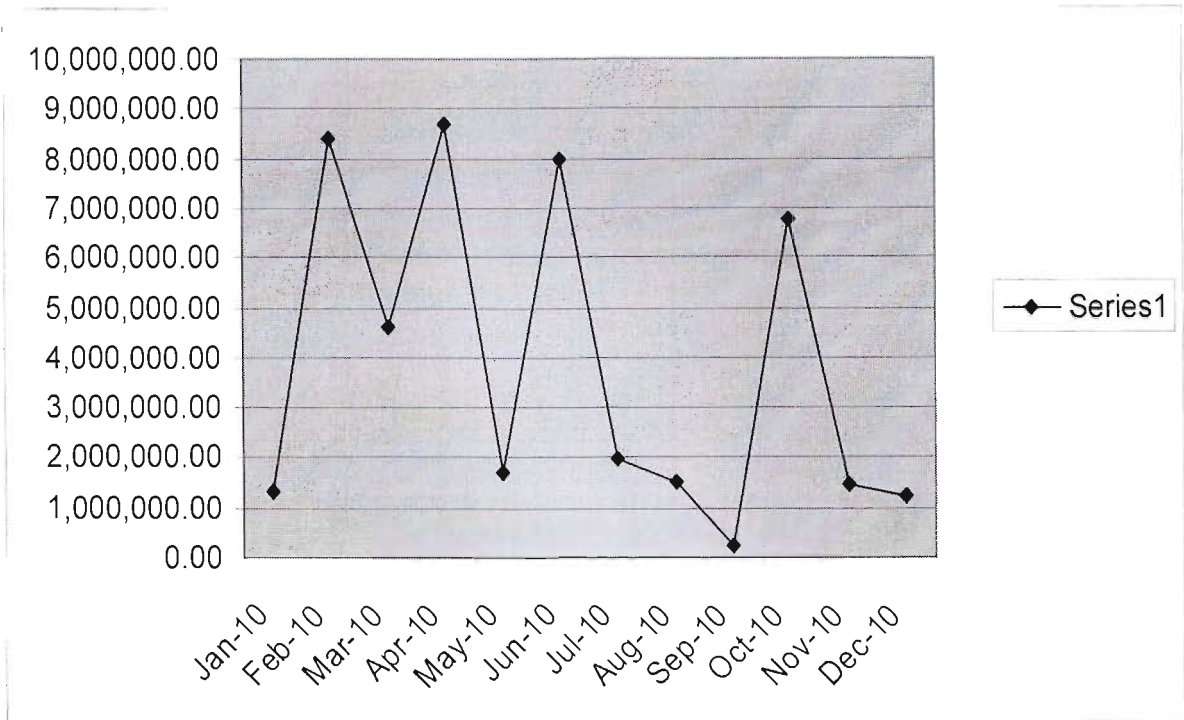
OTHER PROMOTIONAL EXPENDITURE

Serial No	Month	Total Spent
1	January-10	1,291,830.00
2	February-10	8,423,590.00
3	March-10	4,588,928.00
4	April-10	8,707,036.00
5	May-10	1,696,850.00
6	June-10	7,999,137.00
7	July-10	1,949,070.00
8	August-10	1,520,534.00
9	September-10	242,495.00
10	October-10	6,768,474.00
11	November-10	1,463,201.00
12	December-10	1,214,121.00
	Total	45,865,266.00

Table 7: Total Promotional Expenditure of Other Activities of MarComm from January to December.

Here I have given the actual Other Promotional expenditure of Marcomm in 2010 from January to December. The total Other Promotional expenditure of Marcomm is **45,865,266.00** Tk in the year 2010. It is a huge amount. Here the data of December is not accurate, because the December is yet not finished. So we will ignore the expenditure of December. In the month of April 2010 the total expenditure of Other Promotional activities of Marcomm department is Tk **8,707,036.00** which is highest among the other monthly expenditure. The lowest Other Promotional expenditure of Marcomm is Tk **242,495.00** in the month of September 2010. Average Other Promotional Expenditure of MarComm in 2010 is **3,822,105.05**. That indicates Marcomm of Citycell spends **3,822,105.05** Tk on average in every month for its Other Promotional purpose.

TOTAL EXPENDIURE OF OTHER PROMOTIONAL ACTIVITIES



Graph 6: Graphical Explanation of Total Expenditure of Other Promotional Activities.

The above graph shows the months of 2010. The X axis indicates the months of 2010 from January to December and the Y axis indicates the Other Promotional expenditure of Market Communications department in each month. From the above graph we can see that in the month of April the line is in the highest point. That indicates the Other Promotional expenditure of MarComm is highest in the month of April. Here the expenditure of December is incomplete as December is yet not finished. So we will ignore the December. So we can see that the lowest Other Promotional expenditure take place in the month of September. If we analyze the graph then we can say that from January the trend is increasing. That indicates in February a good amount of expenditure take place. Then in March it fall down. In April the Other Promotional expenditure increased to highest point. Then again it falls hugely in May and then it increased again in the month of June. After hat the expenditure falls in the consecutive here years July, August and September. Then it again rise in the month of October from the lowest point. Finally it falls again in the consecutive 2 years November and December.

COMPARISON BETWEEN DIFFERENT PROMOTIONAL EXPENDITURE OF MARKET COMMUNICATIONS DEPARTMENT OF CITYCELL.

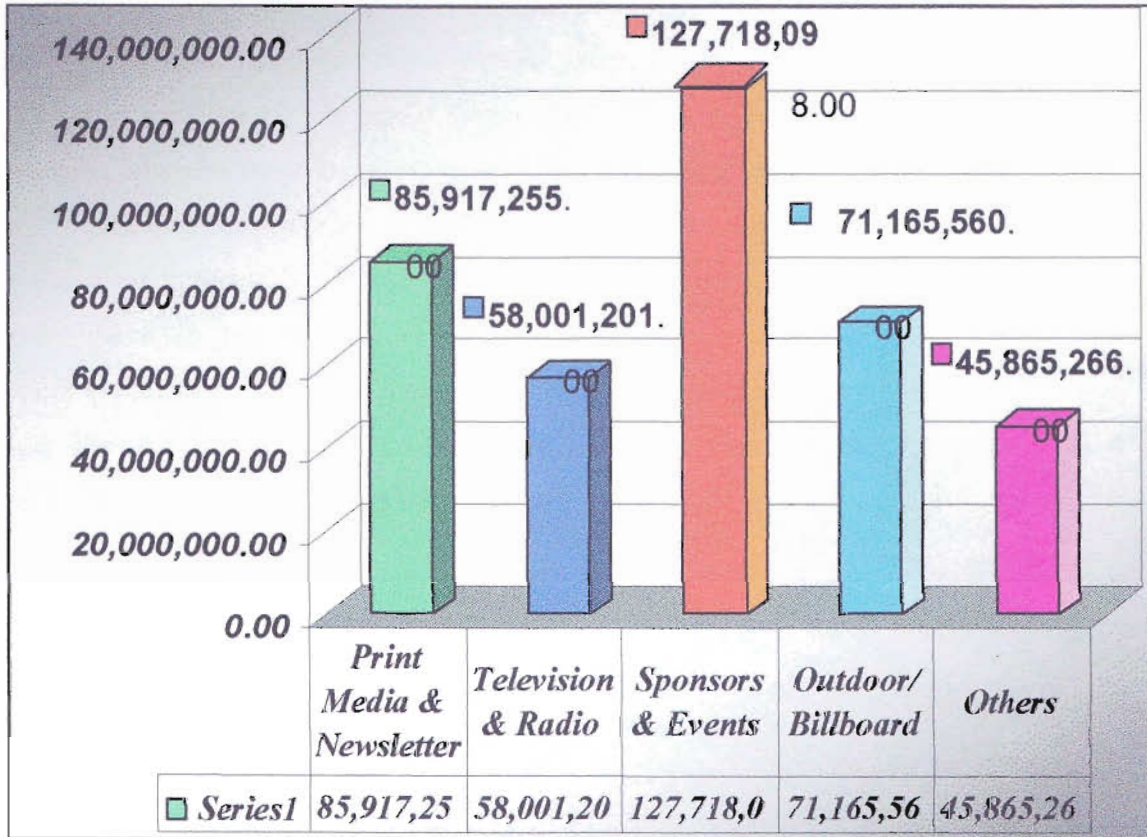


Chart 1: Bar chart of different promotional expenditure of Citycell.

Here we can see that Sponsors and Events expenditure is highest and other promotional expenditure is lowest among the overall promotional expenditure of Market Communications Department of Citycell.

COMPARISON BETWEEN MOBILE PHONE OPERATORS

There is given a brief idea of promotional Expenditure of Mobile Phone Companies of Bangladesh. I have collected this information from the Citycell Product and MarComm Department and Brand Forum Magazine. Here includes all types of promotional expenditure of all mobile operators. Here the number and expenditure amount of TV and Newspaper advertisement is easy to find out. Because these are keep in the record of Citycell Marcomm Department. So the expenditure amount of TV and Newspaper advertisement is almost accurate. But in case of Billboard, Newsletter, Mega sign, Events and Sponsorship it is difficult to give an accurate expenditure amount. Because these information is not easy to collect. So here is an estimated expenditure amount given in the table 8. This estimated amount collected from the Citycell Executives and Brand Forum Magazine.

The following chart shows percentage of promotional Expenditure of 6 Mobile Phone Operators of Bangladesh.

GRAMEEN PHONE	35.36439665%
BANGLALINK	21.08721625%
ROBI	19.40262843%
CITYCELL	10.52568698%
WARID	9.916367981%
TELETALK	3.703703704%

Table 8: Percentage of promotional expenditure of Mobile Phone Industry.

The above chart shows that the leading Mobile Phone Company Grameen Phone spends highest among the total industry. Almost 35% promotional expenditure among the total industry promotional expenditure is made by Grameen Phone. Now Banglalink is the second largest mobile phone operator in Bangladesh. Its promotional expenditure is

also the second among the industry expenditure and it is near about 21%. Then the promotional expenditure of Robi is 3rd in the industry and it is almost 19%. Citycell is in the 4th position among the industry promotional expenditure and it is near about 11%. Then Warid is in the 5th position and it is very close to Citycell, which is almost 10%. Last but not the least Teletalk is in the 6th position among the industry in case of promotional expenditure and the amount is only 4%, which is very low compared to others. May be their strategy is to make profit by reducing the promotional cost and doing business by holding the existing subscribers.

Comparison between Promotional Expenditure of Mobile Phone Operators in Bangladesh

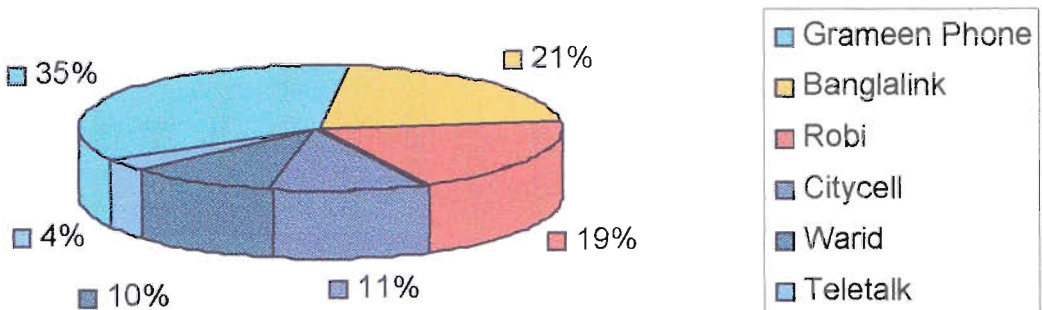


Chart 2: Pie Chart of Promotional Expenditure of Mobile Phone Industry.

Here Promotional Expenditure of **GRAMEEN PHONE** is 35%, **BANGLALINK** is 21%, **ROBI** is 19%, **CITYCELL** is 11%, **WARID** is 10% and **TELETALK** is 4%.

QUESTIONNAIRE

This questionnaire has been designed to conduct a research to fulfill the course requirement of BUS 499 (Internship) under the Business Administration Department **EAST WEST UNIVERSITY (EWU)**. Your cooperation and active participation will enable me to conduct the research work successfully. One successful completion of the questionnaire will take about 6 to 7 minutes only.

Please be assured that the information you provide will be strictly confidential and will be used only for academic purposes.

Section 1: This section is for Television Commercials of Citycell.

1. Do you watch Citycell Television commercials?

Yes Sometimes No

2. Please tick, how will you rate the quality of the TV advertisements of Citycell based on the visual, sound, communication, & contents?

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

A. Visual	1	2	3	4	5
B. Sound/ Music	1	2	3	4	5
C. Communication/Message	1	2	3	4	5
D. Contents	1	2	3	4	5

3. Please rank the factors you think is the most important in case of gaining public attention in the TVC? (Please note, there can be multiple 1. excellent)

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

Rank	Factors
	Frequency of the Ad
	Message
	Visual
	Sound/ Music/ Ambient
	Offerings
	Presentation

Section 2: This section is for Newspaper Advertisements of Citycell.

4. Do you read Citycell newspaper advertisements?

Yes Sometimes No

5. How will you rate the quality of the newspaper advertisements of Citycell based on the visual, communication/ message, & contents?

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

A. Visual	1	2	3	4	5
B. Communication/Message	1	2	3	4	5
C. Contents	1	2	3	4	5

6. Please rank the factors you think is the most important in case of gaining public attention in the print media for Citycell? (Please note, there can be multiple 1. excellent)

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

Rank	Factors
	Frequency of the Ad
	Message
	Page Location of the Ad
	Day selection (e.g. Holiday)
	Offerings
	Presentation

Section 3: This section is for Outdoor activities (Billboard, placard, festoons, & leaflets) of Citycell.

7. Do you observe Citycell Outdoor activities (Billboard, Mega Sign, placard, festoons, & leaflets)?

Yes Sometimes No

8. How will you rate the quality of the Outdoor (Billboard, placard, festoons, & leaflets) advertisements of Citycell based on the visual, communication/ message, & contents?

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

A. Visual	1	2	3	4	5
B. Communication/Message	1	2	3	4	5
C. Contents	1	2	3	4	5

9. Please rank the factors you think is the most important in case of gaining public attention in case of outdoor activities of Citycell? (Please note, there can be multiple 1. excellent)

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

Rank	Factors
	Frequency of the Billboard
	Message
	Color
	Lighting
	Offerings
	Presentation
	Location / Site

Common Section

10. In order to be more brand loyal and market leader in the cell phone industry what sorts of promotional activity should Citycell conduct efficiently?

(Rank your answer, i.e. most important 5, least important 1)

Rank	Market Communication Activity
	Outdoor/Visibility
	TV
	Press & Publications
	Events & Sponsorship
	Radio Ad
	Pos Materials
	Gift Items
	Web Based Communications
	Others

THANK YOU VERY MUCH

Have a good day ☺ !!



SUMMARY STATISTICS OF EACH QUESTION, TABLES, AND DETAILED CALCULATIONS

1. Do you watch Citycell Television commercials?

Yes Sometimes No

Table: 09
Responses for Q. no 1:

Category	Frequency	Yes	Sometimes	No
Consumer category 1 (Students)	20	10	6	4
Consumer category 2 (Housewife)	10	2	3	5
Consumer category 3 (Working people)	10	4	4	2
Ad agency personnel	5	3	2	0
Employees of Citycell	20	14	5	1
Total	65	33	20	12

Table 9: Survey result for question number 1

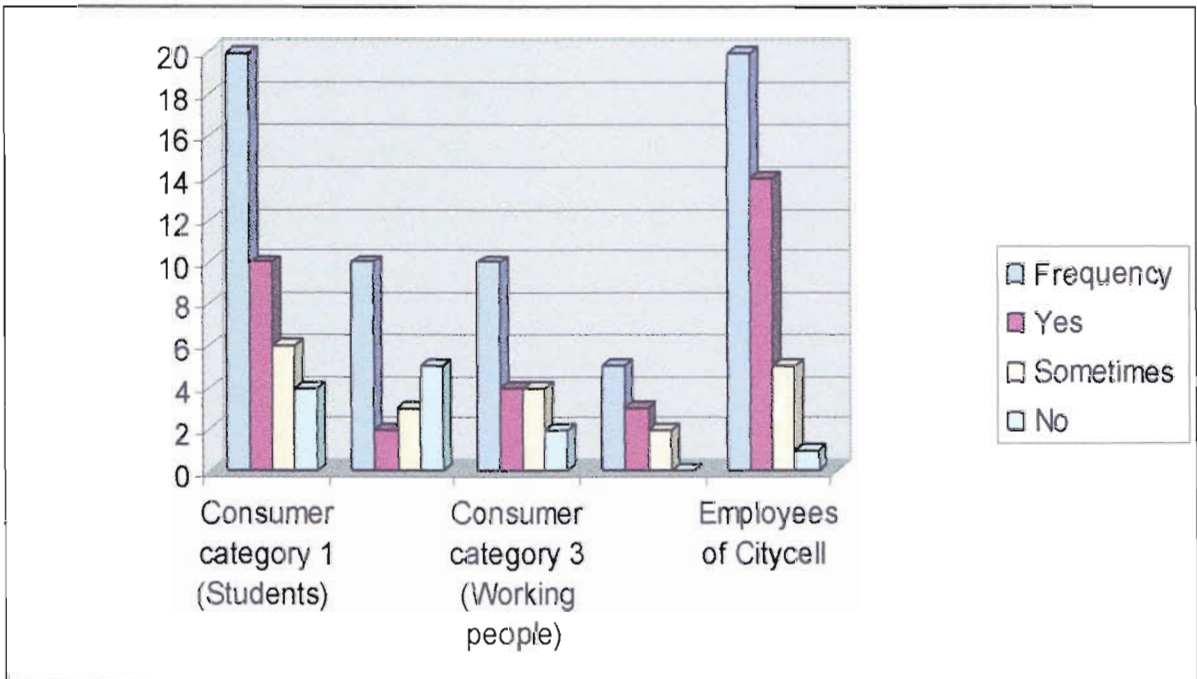


Chart 3: Graphical Explanation for question number 1

2. Please tick, how will you rate the quality of the TV advertisements of Citycell based on the visual, sound, communication, & contents?

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

A. Visual	1	2	3	4	5
B. Sound/ Music	1	2	3	4	5
C. Communication/Message	1	2	3	4	5
D. Contents	1	2	3	4	5

Table: 10

Responses for Q. no 2: (Summary of TVC ad based on Visual, Sound, Comm., & Contents)

Category	Frequen- -cy	Excellent	V. Good	Good	Avg.	Unsatisf- actory
Visual	65	23	17	12	12	1
Sound/ Music	65	12	5	16	18	14
Communication/Message	65	14	21	15	12	3
Contents	65	11	20	26	6	2
Total	260	60	63	69	48	20

Table 10: Survey result for question number 2

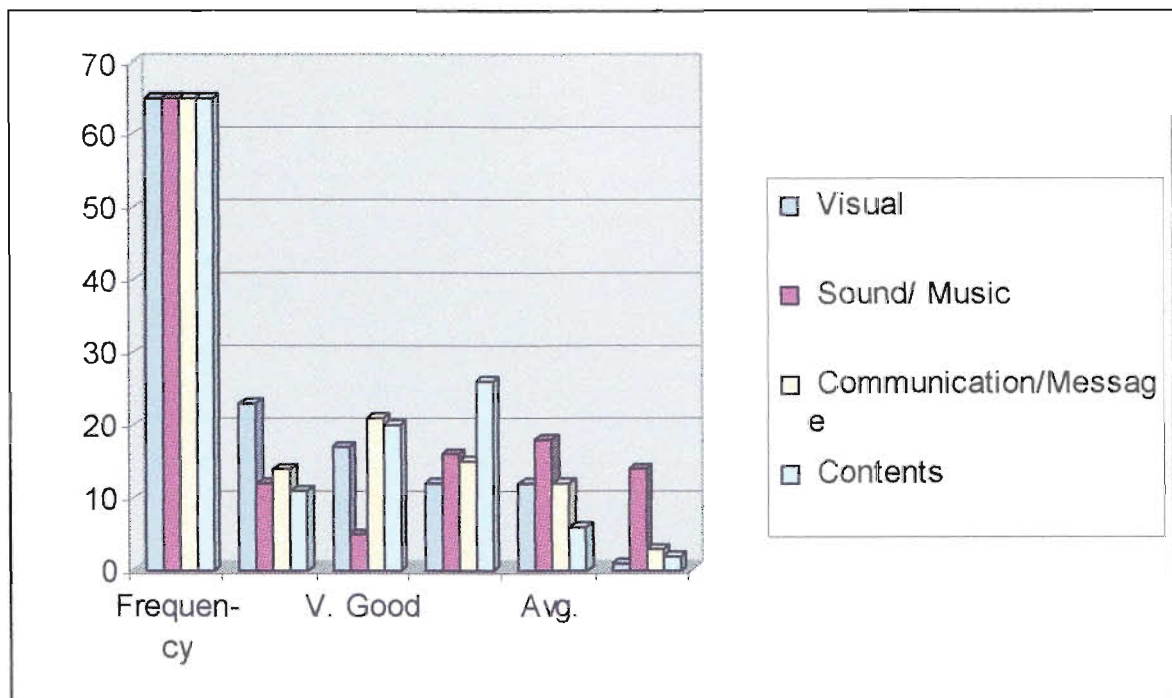


Chart 4: Graphical Explanation for question number 2

3. Please rank the factors you think is the most important in case of gaining public attention in the TVC? (Please note, there can be multiple 1. excellent)

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

Rank	Factors
	Frequency of the Ad
	Message
	Visual
	Sound/ Music
	Offerings
	Presentation

Table: 11

Responses for Q. no 3:

Category	Frequency	Excellent	Very Good	Good	Average	Unsatisfactory
Frequency of the Ad	65	19	17	15	13	1
Message	41	3	7	5	10	16
Visual	65	26	18	15	4	2
Sound/ Music	44	4	6	8	15	11
Offerings	49	9	9	6	11	14
Presentation	61	4	8	16	12	21
Total	325	65	65	65	65	65

Table 11: Survey result for question number 3

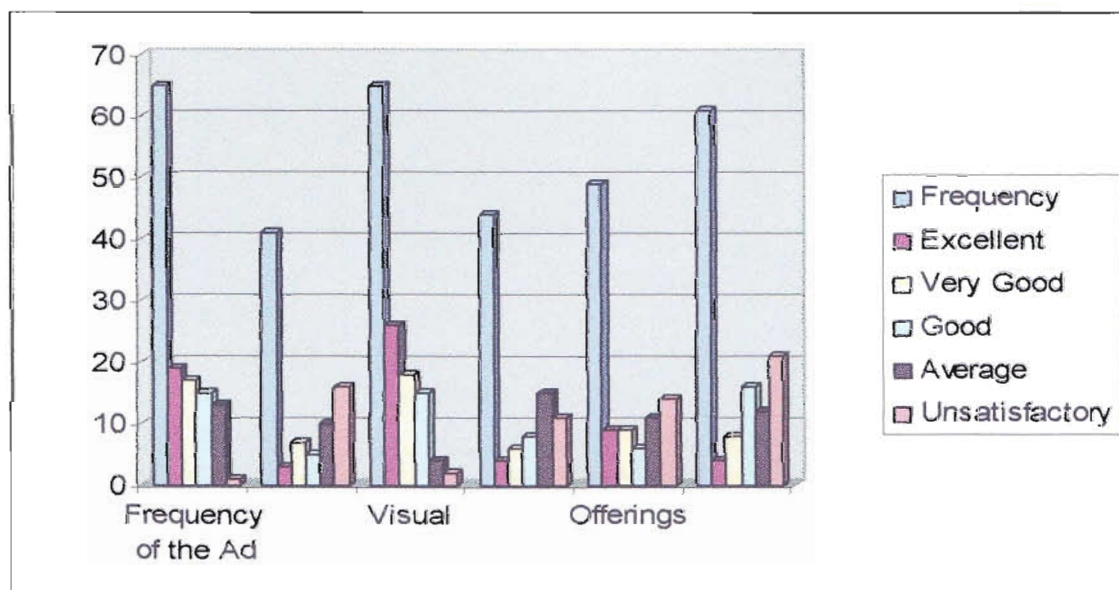


Chart 5: Graphical Explanation for question number 3

4. Do you read Citycell Newspaper Advertisements?

Yes Sometimes No

Table: 12
 Responses for Q. no 4:

Category	Frequency	Yes	Sometimes	No
Consumer category 1 (Students)	20	10	7	3
Consumer category 2 (Housewife)	10	1	4	5
Consumer category 3 (Working people)	10	4	4	2
Ad agency personnel	5	3	2	0
Employees of Citycell	20	17	3	0
Total	65	35	20	10

Table 12: Survey result for question number 4

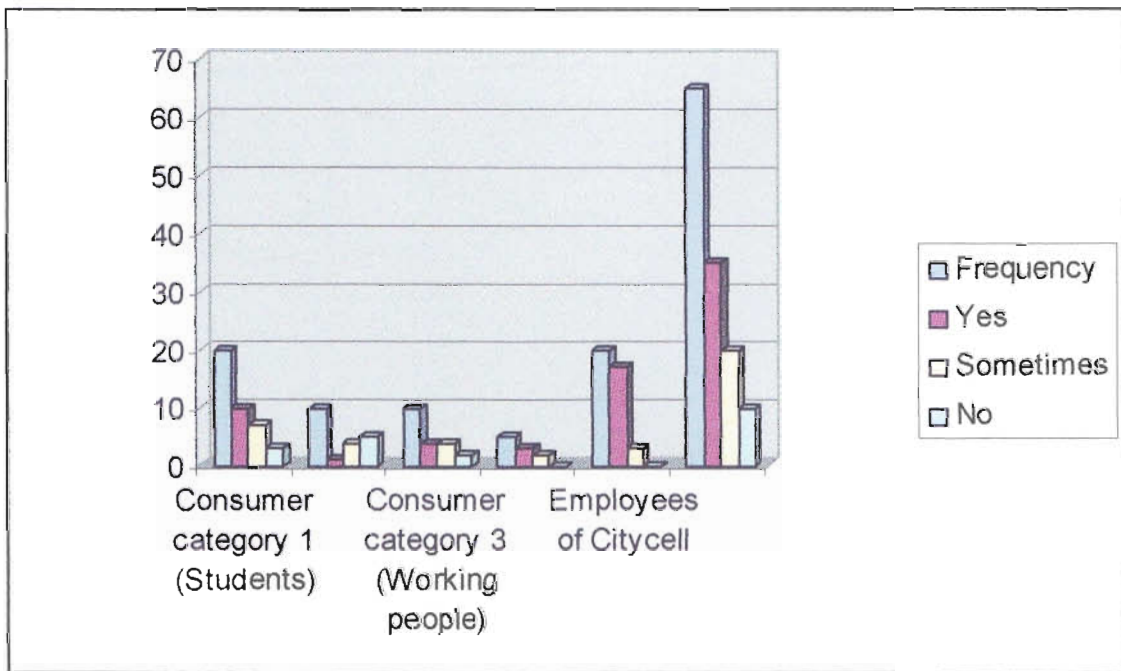


Chart 6: Graphical Explanation for question number 4

5. How will you rate the quality of the newspaper advertisements of Citycell based on the visual, communication/ message, & contents?

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

A. Visual	1	2	3	4	5
B. Communication/Message	1	2	3	4	5
C. Contents	1	2	3	4	5

Table: 13

Responses for Q. no 5: (Summary of newspaper ads based on Visual, Comm. & Message, & Contents)

Category	Frequency	Excellent	Very Good	Good	Average	Unsatisfactory
Visual	65	20	11	15	12	7
Communication/Message	65	18	21	11	9	6
Contents	65	8	10	10	13	24
Total	195	46	42	36	34	37

Table 13: Survey result for question number 5

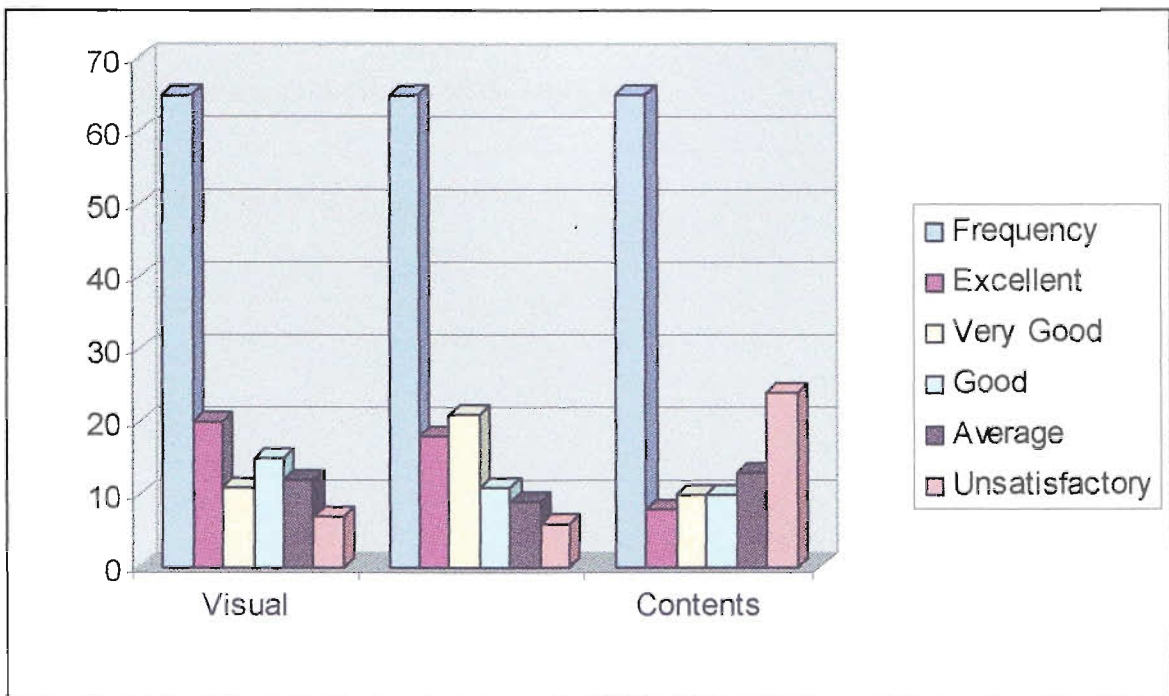


Chart 7: Graphical Explanation for question number 5

6. Please rank the factors you think is the most important in case of gaining public attention in the print media for Citycell? (Please note, there can be multiple 1. excellent)

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

Rank	Factors
	Frequency of the Ad
	Message
	Page Location of the Ad
	Day selection (e.g. Holiday)
	Offerings
	Presentation

Table: 14

Responses for Q. no 6:

Category	Frequency	Excellent	V. Good	Good	Average	Unsatisfactory
Frequency of the Ad	65	21	19	16	6	3
Message	58	6	10	13	16	13
Page Location of the Ad	65	26	15	15	7	2
Day selection (e.g. Holiday)	23	0	1	1	4	17
Offerings	65	10	18	15	12	10
Presentation	49	2	2	5	20	20
Total	325	65	65	65	65	65

Table 14: Survey result for question number 6

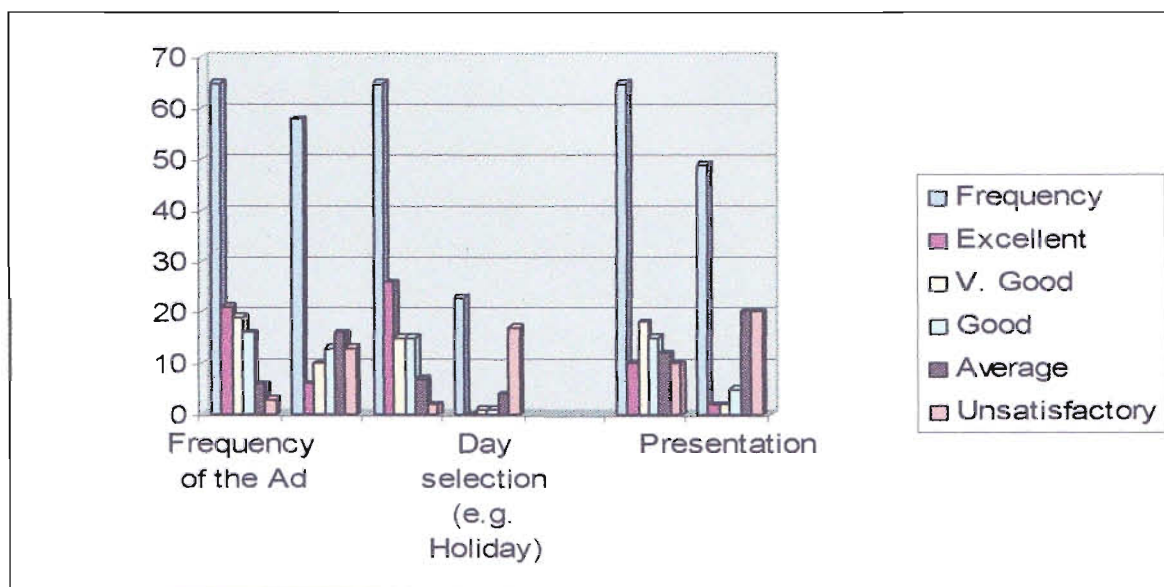


Chart 8: Graphical Explanation for question number 6

7. Do you observe Citycell Outdoor activities (Billboard, Mega Sign, placard, festoons, & leaflets)?

Yes Sometimes No

Table: 15
Responses for Q. no 7:

Category	Frequency	Yes	Sometimes	No
Consumer category 1 (Students)	20	12	5	3
Consumer category 2 (Housewife)	10	1	2	7
Consumer category 3 (Working people)	10	4	3	3
Ad agency personnel	5	1	1	3
Employees of Citycell	20	8	11	1
Total	65	26	22	17

Table 15: Survey result for question number 7

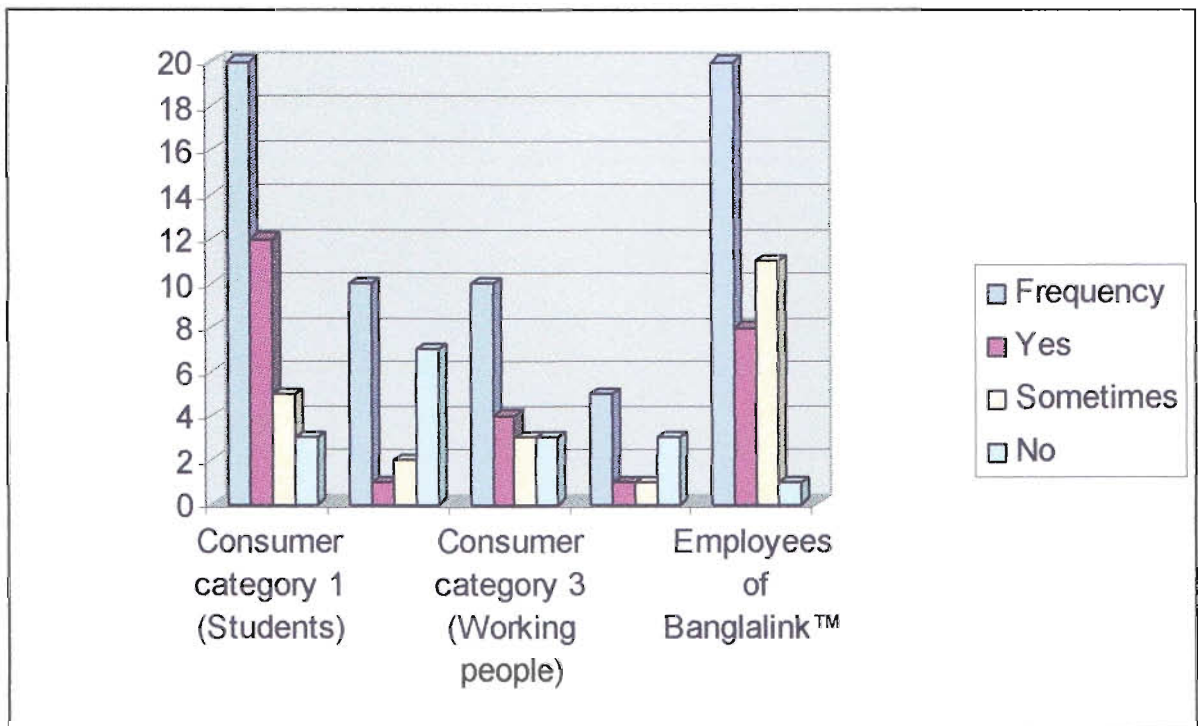


Chart 9: Graphical Explanation for question number 7

8. How will you rate the quality of the Outdoor (Billboard, placard, festoons, & leaflets) advertisements of Citycell based on the visual, communication/ message, & contents?

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

A. Visual	1	2	3	4	5
B. Communication/Message	1	2	3	4	5
C. Contents	1	2	3	4	5

Table: 16

Responses for Q. no 8: (Summary of outdoor activities based on Visual, Comm. & Message, & Contents)

Category	Frequency	Excellent	Very Good	Good	Average	Unsatisfactory
Visual	65	19	12	14	13	7
Communication/Message	65	16	19	13	9	8
Contents	65	7	10	11	15	22
Total	195	42	41	38	37	37

Table 16: Survey result for question number 8

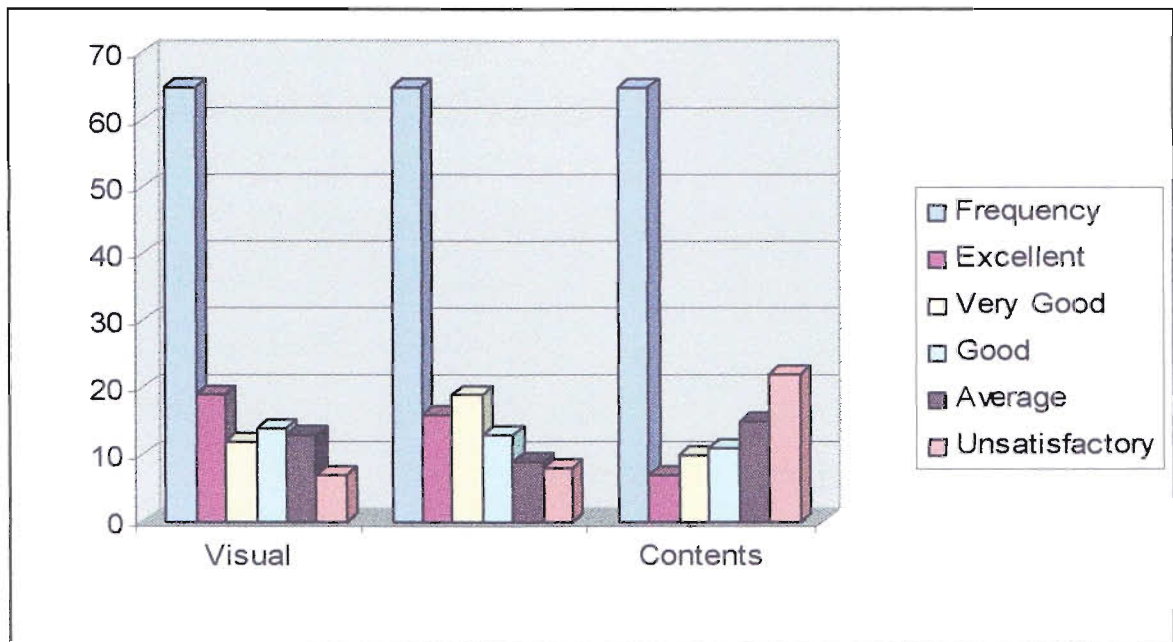


Chart 10: Graphical Explanation for question number 8

9. Please rank the factors you think is the most important in case of gaining public attention in case of outdoor activities of Citycell? (Please note, there can be multiple 1. excellent)

[Scale: 1. Excellent; 2. Very Good; 3. Good; 4. Average; 5. Unsatisfactory]

Rank	Factors
	Frequency of the Billboard
	Message
	Color
	Lighting
	Offerings
	Presentation
	Location / Site

Table: 17

Responses for Q. no 9:

Category	Frequency	Excellent	Very Good	Good	Average	Unsatisfactory
Frequency of the Billboard	40	3	3	5	10	19
Message	27	2	3	4	8	10
Color	63	11	26	17	5	4
Lighting	65	7	9	21	16	12
Offerings	24	1	1	4	7	11
Presentation	41	5	2	8	17	9
Location / Site	65	36	21	6	2	0
Total	325	65	65	65	65	65

Table 17: Survey result for question number 9

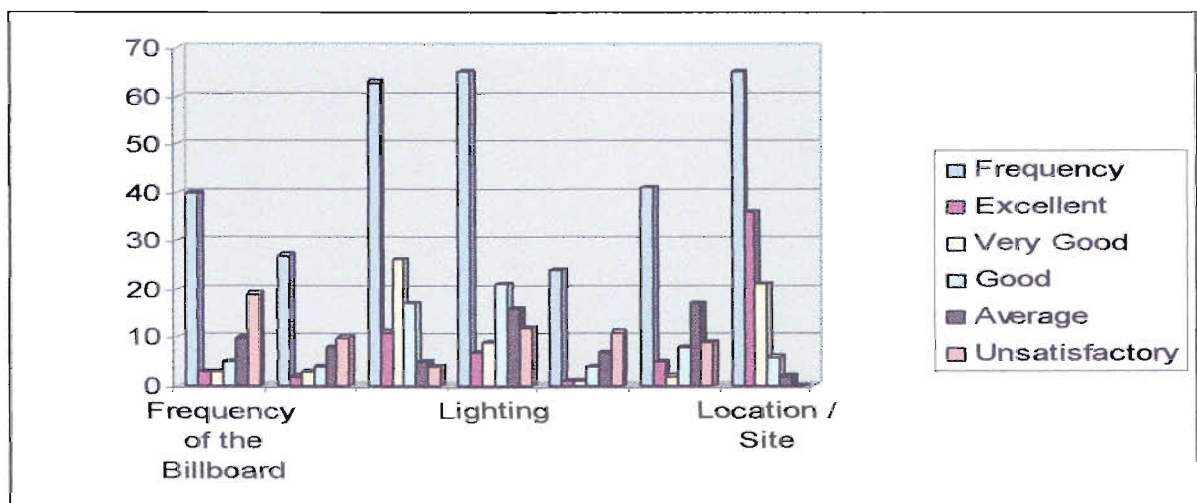


Chart 11: Graphical Explanation for question number 9

10. In order to be more brand loyal and market leader in the cell phone industry what sorts of promotional activity should Citycell conduct efficiently?

(Rank your answer, i.e. most important 5, least important 1)

Rank	Market Communication Activity
	Outdoor/Visibility
	TV
	Press & Publications
	Events & Sponsorship
	Radio Ad
	Gift Items
	Web Based Communications
	Others

Table: 18
Responses for Q. no 10

Category	Frequency	Excellent	Very Good	Good	Average	Unsatisfactory
Outdoor/Visibility	65	10	15	14	14	12
TV	65	18	18	15	10	4
Press & Publications	65	32	24	8	1	0
Events & Sponsorship	51	3	5	11	17	15
Radio Ad	43	1	1	15	13	13
Gift Items	6	0	0	0	1	5
Web Based Communications	21	1	2	1	7	10
Others	9	0	0	1	2	6
Total	325	65	65	65	65	65

Table 18: Survey result for question number 10

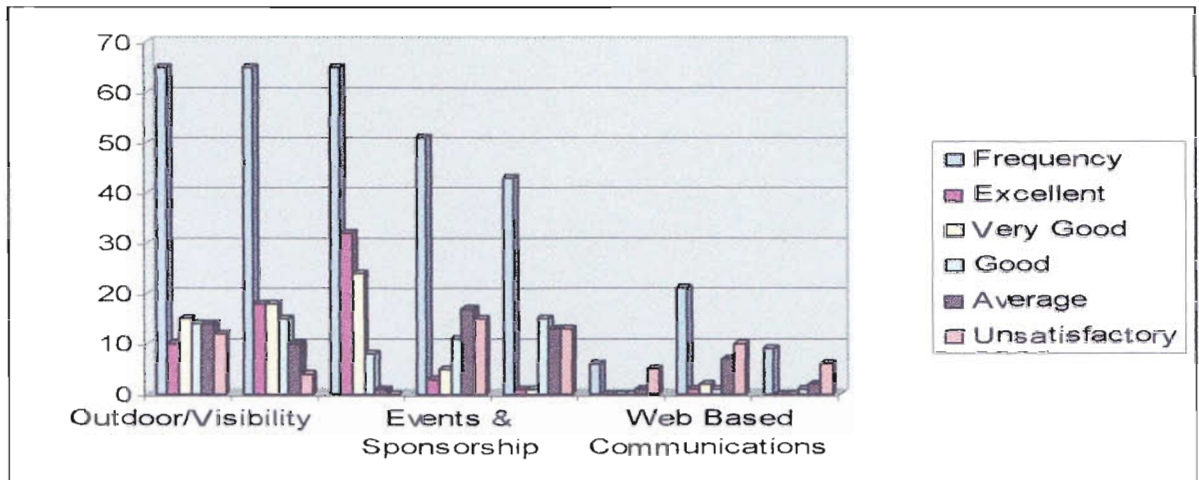


Chart 12: Graphical Explanation for question number 10

RECOMMENDATIONS

The mobile industry in Bangladesh is still facing an oligopoly competition. In order to be competitive in this industry in future, the only option is to build up a strong brand image is by creating unique product offerings and make a competitive market. Citycell has successfully managed to introduce perfect competitions among the mobile operators. The competitions are so vast that that the connection price as well as the airtime rate is falling down day by day.

In this changing environment based on this research on Citycell the following recommendations are suggested for the Market communications department. These recommendations will definitely improve the overall company image if implemented efficiently.

- ⌚ TV ads should provide clear message along with very attractive visual and sound.
- ⌚ Press ad should be communicated with proper message. The understandability of the reader should be concentrated. If the target market does not understand the product ad is for them then there is no use of it.
- ⌚ Outdoor ads should communicate the message along with visibility that can be understandable even to those people who do not understand the message. E.g. Bangladesh Citycell ad having with Bangladesh Map.



CONCLUSION

In the context of service oriented organization activities of Market communications department has great importance in the service marketing to ensure the market share, customer loyalty, and the service quality. Therefore, from this study Citycell can get the indications on which of the issues they have to pay more attention to hold the market share, to raise it and to increase the public relation.

From this exclusive research we understand about the overall activities of Market Communications Department of Citycell. Here I have briefly discussed about the Product, VAS and Device department of Citycell. The research also helps us to know about the expenditure pattern of promotion of Citycell. Also the research gives an brief idea about the promotional expenditure pattern of the Mobile Phone industry. Here I have given some tables, diagrams, charts and graphical representation for better understand. There is some copy of Purchase Requisition (PR) and Purchase Order (PO) has been attached with the report. In one wards we can say that the research has given a brief idea of Market Communication Department of Citycell.

Finally, this research was a challenge for me and it was very interesting as well and I wish it will encourage many people for further study about this sector and also in other sectors of mobile phone industry. It is also a useful guideline for the researchers.

At the end of this research I want to thank My Honorable Teacher and Supervisor **M. SAYEED ALAM** for giving me this opportunity to do this exclusive research on Market Communications Department of Citycell. He always assists me all the time very carefully and helps me to find out the solutions of different problems at the time of preparing this report paper. Also I want to thank all of them who helped me to complete this report paper. Especially I want to thank **Ms. Daren Rahman Sr.** Executive of Market Communications Department of Citycell. She helps me to understand the overall culture of the Marcomm department and learn the work of this department. I also like to thank my family and friends for giving me continuous support and suggestions. At last the most important, I want to give heartiest thanks to **ALMIGHTY ALLAH**. Without his help I would not be here and the report could not be possible to make.



APPENDICES

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PR- Date of Submission Dep SI # 0 3 6 8Required Date

PURCHASE REQUISITION FOR MATERIALS/SERVICES

Department	Marketing <input type="text"/>	3	Within Budget	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Budget Code	<input type="text"/>		Budget Head	New Initiatives	
Month's Budget	<input type="text"/>		MTD PR Value	<input type="text"/>	
YTD Budget	<input type="text"/>		YTD PR Value	<input type="text"/>	

SI #	Quantity	Accounts Code	Description of Materials/ Services Required	Unit of Measure	Unit Cost	Total Cost
1	1		Cost of Sponsorship in the form of Branding the Mirpur Stadium in Bangladesh Vs New Zealand ODI Series	1	1,600,000.00	1,600,000.00
2	1		15 % VAT	1	240,000.00	240,000.00
Total PR Value						1,840,000.00
In case of FC procurement						1.00
FX Rate						Tk Value

Justification: Total cost of Sponsorship in form of Branding the Mirpur Stadium in Bangladesh Vs New Zealand ODI Series. (Memo Attached)

Preferred Vendor/Supplier (if any) Axiom Technologies Ltd.

Briefly describe the basis of the estimated cost of the item(s)
Total cost is Tk 1,840,000 / - (including VAT)

<u>Prepared by</u>	<u>Checked By</u>	<u>Approved by</u>	<u>Verified by</u>	<u>Approved by</u>
Respective Deptt.	Respective Deptt.	Head of Dep	Finance	GM. Fin/CFO/CEO

Supplier	Material/Services	Quantity	Unit of Measure	Unit rate	Value	
Delivery Time			Other Comments			
Payment Terms						
Authorization to process Purchase Order			PO Ref #: _____			
			PO Date: _____			

Approval Limits	Approving Authority
x ≤ Tk 50,000	HOD and GM-Finance jointly.
x ≤ Tk 100,000	HOD and CFO jointly.
x > Tk 100,000	HOD and CEO jointly.

PR- Date of Submission Dep Sl # 0 3 9 7Required Date

PURCHASE REQUISITION FOR MATERIALS/SERVICES

Department	Marketing <input type="text"/>	3	Within Budget	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Budget Code	<input type="text"/>	<input type="text"/>	Budget Head	Press	
Month's Budget	<input type="text"/>		MTD PR Value	<input type="text"/>	
YTD Budget	<input type="text"/>		YTD PR Value	<input type="text"/>	

Sl #	Quantity	Accounts Code	Description of Materials/ Services Required	Unit of Measure	Unit Cost	Total Cost
1	1		Cost of Print Media Booking for Best Broadband, November, 2010.	1	882,000.00	882,000.00
2	1		15 % VAT	1	177,000.00	177,000.00
Total PR Value						1,059,000.00
In case of FC procurement						1.00
FX Rate						Tk Value

Justification: Total cost of Print Booking for Best Broadband, November 2010.

Preferred Vendor/Supplier (if any): Different Newspapers

Briefly describe the basis of the estimated cost of the item(s): Total cost is Tk 1,059,000 / - (including VAT)

Prepared by _____ Respective Deptt.	Checked By _____ Respective Deptt.	Approved by _____ Head of Dep	Verified by _____ Finance	Approved by _____ GM. Fin/CFO/CEO
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Supplier	Material/Services	Quantity	Unit of Measure	Unit rate	Value

Delivery Time Payment Terms	Other Comments PO Ref #: _____ PO Date: _____
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Approval Limits
 x ≤ Tk 50,000
 x ≤ Tk 100,000
 x > Tk 100,000

Approving Authority
 HOD and GM-Finance jointly.
 HOD and CFO jointly.
 HOD and CEO jointly

PR- Date of Submission Dep Sl # Required Date

PURCHASE REQUISITION FOR MATERIALS/SERVICES

Department	Marketing <input type="text" value="3"/>	Within Budget	<input checked="" type="radio"/> Yes	<input type="radio"/> No							
Budget Code	<table border="1" style="width: 100%; height: 20px;"><tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>							Budget Head	New Initiatives		
Month's Budget	<input type="text"/>	MTD PR Value	<input type="text"/>								
YTD Budget	<input type="text"/>	YTD PR Value	<input type="text"/>								

Sl #	Quantity	Accounts Code	Description of Materials/ Services Required	Unit of Measure	Unit Cost	Total Cost	
1	1		Cost of Hajj Banner Print & Installation.	1	6,920.00	6,920.00	
2	1		Branding at Mobile fair at BCCI	1	61,245.25	61,245.25	
3	1		3D Cutout 2 Months Subscription free, Festoon, Reflective honeycom & signage banner	1	194,672.00	194,672.00	
4	1		Cost of Beach Cricket Festoon, X-Stand & Banner at Cox Bazar.	1	14,088.00	14,088.00	
5	1		Branding 24th National Basketball Championship, 2010	1	64,500.10	64,500.10	
6	1		15 % VAT	1	51,213.80	51,213.80	
Total PR Value						392,639.15	
In case of FC procurement					1.00	392,639.15	
MTD Variance					YTD Variance	FX Rate	Tk Value

Justification: Total cost of Hajj Banner, Branding at Mobile Fair, 3D cutout for 2 months Subscription free, Beach Cricket Festoon & Branding at Basketball Championship, etc.

Preferred Vendor/Supplier (if any) CMS Graphics PVT LTD.

Briefly describe the basis of the estimated cost of the item(s)
Total cost is Tk 392,639.15 / - (including VAT)

Prepared by _____	Checked By _____	Approved by _____	Verified by _____	Approved by _____
Respective Deptt.	Respective Deptt.	Head of Dep	Finance	GM. Fin/CFO/CEO

Supplier	Material/Services	Quantity	Unit of Measure	Unit rate	Value
Delivery Time			Other Comments		
Payment Terms					
Authorization to process Purchase Order			PO Ref #: _____		
			PO Date: _____		

Approval Limits x ≤ Tk 50,000 x ≤ Tk 100,000 x > Tk 100,000	Approving Authority HOD and GM-Finance jointly. HOD and CFO jointly. HOD and CEO jointly
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PR- Date of Submission Dep St # 0 3 9 3Required Date

PURCHASE REQUISITION FOR MATERIALS/SERVICES

 Department Marketing 3 Within Budget Yes No

 Budget Code Budget Head TV

 Month's Budget YTD Budget MTD PR Value YTD PR Value

Sl #	Quantity	Accounts Code	Description of Materials/ Services Required	Unit of Measure	Unit Cost	Total Cost
			Cost of TV Booking for Ultra Package, November 2010			
1	1		Total TVC airing cost	1	2,476,312.00	2,476,312.00
2	1		Total agency commission	1	55,199.36	55,199.36
3	1		15% VAT on agency commission	1	8,279.90	8,279.90
4	1		15% VAT on total TVC airing cost	1	371,446.80	371,446.80
Total PR Value						2,911,238.06

MTD Variance <input type="text"/>	YTD Variance <input type="text"/>	In case of FC procurement	1.00	2,911,238.06
		FX Rate		Tk Value

Justification: Total cost of TV Booking for Ultra Package, November 2010
 Agency will provide 4% discount on total TVC airing cost except NTV (detail attached).
 3% ASF on total TVC airing cost (after discount) will be charged to Citycell.
 If there is any unspent amount in this campaign, it will be carried forward to the next month.

Preferred Vendor/Supplier (if any) Cogito Marketing Solutions Limited

Briefly describe the basis of the estimated cost of the item(s)
 Total cost is Tk 2,911,238.06 (including VAT)

Prepared by <input type="text"/>	Checked By <input type="text"/>	Approved by <input type="text"/>	Verified by <input type="text"/>	Approved by <input type="text"/>
Respective Deptt.	Respective Deptt.	Head of Dep	Finance	GM. Fin/CFO/CEO

Supplier	Material/Services	Quantity	Unit of Measure	Unit rate	Value

Delivery Time <input type="text"/>	Other Comments <input type="text"/>
Payment Terms <input type="text"/>	

Authorization to process Purchase Order <input type="text"/>	PO Ref #: <input type="text"/>
	PO Date: <input type="text"/>

Approval Limits	Approving Authority
x ≤ Tk 50,000	HOD and GM-Finance jointly.
x ≤ Tk 100,000	HOD and CFO jointly.
x > Tk 100,000	HOD and CEO jointly



**Pacific Bangladesh
Telecom Limited**
4/Fir. Pacific Center
14, Mohakhali C.A.
Dhaka - 1212, Bangladesh
Tel : 8822186, 8822187
8825281, 8825283
Fax : 880-2-8823575

P/O. No : 0382/Billboard for 2 Months Subscription free /2010
P.O. Date: Nov 04, 2010
To: CMS Graphics PVT Ltd.
Attn: Hasmul Sarkar
Sup Ref # Naushad Kamal
PR Ref # 13788-3

PURCHASE ORDER

SERIAL	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL (Tk)
1.	Cost of Billboard Print & installation for Zoom Ultra 2 Months Subscription free Campaign.			TK 364,842
2.	15% VAT			TK 54,726.30
	TOTAL			TK. 419,568.30
TOTAL AMOUNT IN WORDS: TAKA FOUR LAC NINETEEN THOUSAND FIVE HUNDRED SIXTY EIGHT AND THIRTY PAISA ONLY.				

- First Party: Pacific Bangladesh Telecom Limited (PBTL)
- Second Party: CMS Graphics PVT Ltd.

TERMS & CONDITIONS

General Terms: The services would be provided as per PBTL approved designs/instructions/script.

Price: The above price is **inclusive** of VAT, AIT & necessary governmental duties. And will be deducted at sources as per government rules.

Payment Terms:

1. Total amount to be paid to **Second party** within 30 days from the day of submission of the bill
2. The payment will be made in cheque in favor of **Second party** as per company rules.

Please sign the three copies of this Purchase Order to confirm your acceptance. Your prompt action in this regard will be highly appreciated.

Prepared by: Jyotish Talukdar Manager, Communication Channels PBTL	Vetted by: Taslim Ahmed Head of MarComm PBTL	Approved by: Kafil Muyeed CMO PBTL	For & on behalf of the Supplier CMS Graphics PVT Ltd.
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P/O. No :	0307/6 th CCMA/Channel i/10
P.O. Date:	5 th September 2010
To:	IMPRESS TELEFILM LIMITED
Attn:	Mr. Mahbub Rahim Udoy
Sup Ref #	Mr. Taslim Ahmed
PR Ref #	13503-3

PURCHASE ORDER

SERIAL	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL (Tk)
1.	SPONSORSHIP OF 6 th CITYCELL CHANNEL-I MUSIC AWARDS	1		13,000,000.00
	15% VAT			1,950,000.00
	TOTAL			14,950,000.00
TOTAL AMOUNT IN WORDS: TAKA ONE CRORE FORTY NINE LACS FIFTY THOUSAND ONLY				

- FIRST PARTY: PACIFIC BANGLADESH TELECOM LIMITED (PBTL)
- SECOND PARTY : IMPRESS TELEFILM LIMITED

TERMS & CONDITIONS

General Terms: The services would be provided as per PBTL approved designs.

Price: The above price is inclusive of necessary governmental duties will be deducted at sources as per government rules.

Delivery: Delivery as per agreement with Citycell.

Payment Terms:

1. Total amount to be paid to **Second Party** within thirty days from the day of submission of the bill
2. The payment will be made in cheque in favor of **Second Party** as per company rules.

Please sign the duplicate copy of this Purchase Order to confirm your acceptance. Your prompt action in this regard will be highly appreciated.

<p>For Contact Issues & Bill Submission NAUSHAD M. KAMAL Deputy Manager, PBTL</p>	<p>TASLIM AHMED Head of Marketing Communications PBTL</p>	<p>KAFIL H. S. MUYEED Chief Marketing Officer PBTL</p>
<p>MEHBOOB CHOWDHURY Chief Executive of Marketing PBTL</p>	<p>FOR & ON BEHALF OF THE SUPPLIER IMPRESS TELEFILM LIMITED</p>	



**Pacific Bangladesh
Telecom Limited**

4/Fir. Pacific Center
14, Mohakhali C.A.
Dhaka - 1212, Bangladesh
Tel : 8822186, 8822187
8825281, 8825283
Fax : 880-2-8823575

P/O. No :	0311/Mobile Mela/SAMF/10
P.O. Date:	August 30, 2010
To:	SOUTH ASIA MOBILE FORUM
Attn:	Mr. Shahariar
Sup Ref #	Mr. Jyotish Talukdar
PR Ref #	13500-3

PURCHASE ORDER

SERIAL	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL (Tk)
1.	SPONSORSHIP MOBILE MELA 2010 September 2-4, 2010 at BICC INCLUDING VAT & TAX			787,879.00
	TOTAL			787,879.00
TOTAL AMOUNT IN WORDS: TAKA SEVEN LAC EIGHTY SEVEN THOUSAND EIGHT HUNDRED SEVENTY NINE ONLY.				

- THE FIRST PARTY: PACIFIC BANGLADESH TELECOM LIMITED (PBTL).
- THE SECOND PARTY: SOUTH ASIA MOBILE FORUM

TERMS & CONDITIONS

General Terms: The services would be provided as per PBTL approval.

Price: The above price is inclusive of VAT, AIT and necessary government duty will be deducted at sources as per government rules.

Delivery: Delivery within 1 Week from the day of submission of Purchase order.

Payment Terms:

1. Total amount to be paid to **Second party** within thirty days from the day of submission of the bill
2. The payment will be made in cheque in favor of **Second party** as per company rules.

Please sign the duplicate copy of this Purchase Order to confirm your acceptance. Your prompt action in this regard will be highly appreciated.

Prepared by: For Contact Issues & Bill Submission NAUSHAD M KAMAL Deputy Manager, MarComm	Forwarded By: TASLIM AHMED Head of Marketing Communications PBTL	Vetted By: KAFIL H. S. MUYEED Chief Marketing Officer PBTL
Approved By: MEHBOOB CHOWDHURY Chief Executive Officer PBTL	Received By: FOR & ON BEHALF OF THE SECOND PARTY SOUTH ASIA MOBILE FORUM	



Pacific Bangladesh Telecom Limited

4/Fir, Pacific Center
14, Mohakhali C.A.
Dhaka - 1212, Bangladesh
Tel : 8822186, 8822187
8825281, 8825283
Fax : 880-2-8823575

P/O. No : 372/Newsletter/Dotline/10
P.O. Date: October 28, 2010
To: **Dotline Printers**
Attn: Mr. Shahail
Sup Ref # Farzana Haque
PR Ref # 13754-3

PURCHASE ORDER

SERIAL	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL (Tk)
1.	Cost of Newsletter for the month of October 2010 Size: 16.5"X11" (unfold) 11.25"X 8.25" (After fold) 120 GSM Art paper, multi color printing on both sides.	67,500	2.95	199,125.00
2.	VAT 15%			29,868.75
TOTAL				228,993.75
TOTAL AMOUNT IN WORDS: TAKA TWO LAC TWENTY EIGHT THOUSAND NINE HUNDRED NINETY – THREE AND SEVENTY FIVE PAISA ONLY.				

- THE FIRST PARTY: PACIFIC BANGLADESH TELECOM LIMITED (PBTL).
- THE SECOND PARTY : DOTLINE PRINTERS

TERMS & CONDITIONS

General Terms: The services would be provided as per PBTL approved designs.

Price: The above price is inclusive of VAT, AIT and necessary governmental duty will be deducted at sources as per government rules.

Payment Terms:

1. Total amount to be paid to **Second party** within thirty days from the day of submission of the bill
2. The payment will be made in cheque in favor of **Second party** as per company rules.

Please sign the duplicate copy of this Purchase Order to confirm your acceptance. Your prompt action in this regard will be highly appreciated.

Prepared by: Dareen Rahman Senior Executive, Marcomm PBTL	Vetted by: Taslim Ahmed Head of MarComm PBTL	Approved by: Kafil Muyeed CMO PBTL	For & on behalf of the Supplier Dotline Printers
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