



**“An Analysis of The IOT Services Marketing in the telecommunication Industry of
Bangladesh: A Study on Grameen Phone Ltd”**



Supervised By

Mohammed Masum Iqbal, PhD
Professor & Dean
Faculty of Business & Entrepreneurship
Department of Business Administration
Daffodil International University

Submitted By

Sadia Jannat ID: 161-11-5012
BBA Program
Faculty of Business & Entrepreneurship
Department of Business Administration
Daffodil International University

Date of submission: 13 February 2020

LETTER OF TRANSMITTAL

Date: 13 February 2020
Mohammed Masum Iqbal, PhD
Professor & Dean
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: **Submission of the Internship report entitled “An Analysis of The IOT Services Marketing in the telecommunication Industry of Bangladesh: A Study on GrameenPhone Ltd”**

Dear Sir,

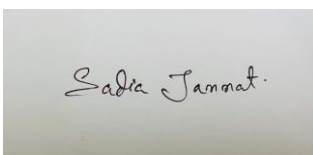
It is my great pleasure to submit my internship report entitled ““An Analysis of The IOT Services Marketing: in the telecommunication Industry of Bangladesh A Study on GrameenPhone Ltd””.

As a part of the completion of the Bachelor degree at the Department of Business Administration, Daffodil International University, I have completed my internship at GP. For a period of three months. I was placed there as an internee in GP. From June 2 to August 2 at. It has been an important experience. It helped me a lot understanding the intricacies of activities of GP.

I have tried my best to accumulate information that I believe relevant and insightful. It was a great opportunity to apply some theoretical knowledge in the practical purpose.

It will be my pleasure to clarify any matter regarding this report. Thank you for allowing me the opportunity to take the task and for your sincere guidance and cooperation.

Sincerely Yours,

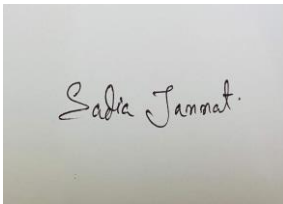


.....
Sadia Jannat
ID: 161-11-5012
BBA Program
Department of Business Administration
Faculty of Business & Entrepreneurship
©Daffodil International University

Declaration

I, Sadia Jannat, hereby declare that the presented the internship Report entitled “**An Analysis of The IOT Services Marketing in the telecommunication Industry of Bangladesh: A Study on GrameenPhone Ltd.**” been submitted in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Marketing, Sadia Jannat ID: 161-11- 5012. I also confirm that the report has been accepted and may be presented to the internship Defense Committee for evaluation. Any opinions, suggestions made in this are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions.

Sincerely Yours,

A rectangular box containing a handwritten signature in cursive script that reads "Sadia Jannat".

.....

Sadia Jannat

ID: 161-11-5012

BBA Program

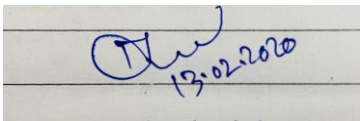
Department of Business Administration

Faculty of Business & Entrepreneurship

Certificate of Supervisor

This is certify that **Sadia Jannat, ID # 161-11-5012, BBA (Marketing)**, is a regular student of Bachelor of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. She has successfully completed her internship program at GP and has prepared this internship under my direct supervision. Her assigned internship topic is An Analysis of The IOT Services Marketing: A Study on GrameenPhone Ltd telecommunication industry of Bangladesh. I think that the report is worthy of fulfilling the partial requirements of BBA program.

The report is recommended for submission.

A rectangular box containing a handwritten signature in blue ink and the date '13.02.2020' written below it.

.....
Mohammed Masum Iqbal, PhD
Professor & Dean
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

At first I would like to express my gratitude to the Almighty who has given me the opportunity to go through the process of internship report writing on Scope of internet of things (IOT) and its impact on telecommunication industry.

I would like to take the opportunity to express my gratitude to my internship supervisor **Professor Dr. Mohammed Masum Iqbal, of DIU**, whose direction, guidance and support helped me a lot to make this internship report.

My deepest appreciation and thanks goes to my branch manager and Head of Branch Mohammad Ashiquzzaman Khan and Manager Operation of Murad Mahmud Core branch of GP. I am really grateful to them for their support & help in compiling this report by giving me necessary information, advices, cooperation & guidance.

EXECUTIVE SUMMARY

The report entitled **“An Analysis of The IOT Services Marketing in the telecommunication Industry of Bangladesh: A Study on GrameenPhone fastest growing telecommunication company Grameenphone Ltd.** I have started this report on a detailed description of Grameenphone Ltd. since its birth. I have discussed in the report Grameenphone’s countrywide expansion, diversified business activities, and Scope of internet of things (IOT) and its impact on telecommunication industry. Grameenphone has been successfully doing business for years. In this global competitive world, all business organization needed to create an effective value proposition for the company that attracts the customers. To increase company’s profitability and make a strong value-added relationship with its customers, it tries to use Customer Relationship Management concept in its business operation.

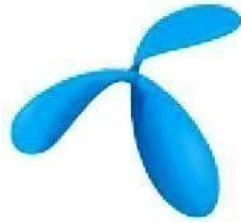
The study requires systematic procedure from selection of the topic to Final report presentation. In this study, descriptive method was undertaken to gain Understanding of the performance of GP. To perform the study data sources were identified & collected, they were classified, analysed, interpreted & collected, presented in analysed, interpreted presented; key points are find out. This overall process of methodology is given in below that has been followed in the study. Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled network, relevant innovations & services.

Grameenphone has maintained its leadership in the mobile industry amidst heavy competition and unprecedented challenges. While competition opted for price position, GP continued with its quality acquisition and added million subscribers to its subscription base. As a responsible corporate citizen, GP has continued to invest for common good of the society. The Company has integrated its technological expertise with social projects to bring positive changes in the life of general people ensuring better sustainability. It’s a very positive sign for the company so they do need to focus more on this CSR part for ensuring better stakeholders experience.



TABLE OF CONTENTS

Sl. No.	Topic	Page No.
	Letter of Transmittal	ii
	Declaration	iii
	Certificate of Supervisor	iv
	Acknowledgement	v
	Executive Summary	vi
Chapter 1	About Grameenphone	1
	Introduction:	2
	Background of the Study:	3
	Scope of the Study	4
	Objectives of the Study:	4
	Methodology of the Study:	4
	Limitations of the Study	4
	Vision	5
	Mission	5
	Types of Business	5
	Corporate Culture	5
	Business Objective	6
	Shareholders	6
	Graphical Representation	7
	Organizational Structure	8
	Milestone of Grameenphone	9
	Products & Services	11
	Performance at a glance – 2019	12
	Top 20 Shareholders as on December 31, 2011	13
Chapter 2	<i>IOT Services of GrameenPhone</i>	14
	Introduction	15
	Vehicle Tracking Service	15
	Team Tracker	16
	Eminent Features and Special benefits at a glance	17
	Smart attendance	19
	Smart Security	20
	CMP (Corporate Messaging Platform)	22
Chapter 3	Problems, Recommendations & Conclusion	25
	Problems Identified	26
	Recommendations	27



Chapter 1

ABOUT GRAMEENPHONE

Introduction:

Grameenphone Ltd. was established by a consortium involving Grameen Telecom of Bangladesh, an affiliate of the world famous Grameen Bank; Telenor AS, the main Norwegian Telecommunication Company; Marubeni Corporation, one of the largest trading and investment companies in Japan; and Gonofone Development Corporation, a telecommunication development company in the United States. The other principle investors were NORAD (Norwegian Agency for Development Cooperation), CDC, IFC (International Finance Corporation) and ADB (Asian Development Bank).

Grameenphone Ltd (here in after referred to as "GP"/"Grameenphone"/"the company"/"the parent company") is a public limited company incorporated in Bangladesh in 1996 under the Companies Act 1994 with its registered address at Celebration Point, Road 113/A, Gulshan, Dhaka, Bangladesh. In July 2010, the registered office of the company was shifted to GPHOUSE, Bashundhara, Baridhara, Dhaka 1229. GP was initially registered as a private limited company and subsequently converted into a public limited company on 25 September 2007. During November 2009, GP listed its shares with both Dhaka and Chittagong Stock Exchanges. In 2010, Grameenphone formed a wholly owned subsidiary namely Grameenphone IT Ltd (hereinafter referred to as "GPIT"/ "the subsidiary company"), to provide IT services to itself and also to external customers. GPIT launched its commercial operation from 1 April 2010.

Strong retail channel and distribution infrastructure with more than 350,000 point of sales has enabled GP to reach in to the deep rural areas from where more than 60% of GP's new customers come onboard. With 2.8 million net customer additions during the first six months, GP's subscription base stands at 39.3 million with approximately 42% market share.

The Company has so far invested more than BDT 17,093 crore to build the network infrastructure since inception. Over BDT 1,296 crore was invested during 2011 alone. Meanwhile, GP, the largest taxpayer of the country, paid BDT 27.9 billion to the national exchequer during the first half of 2012, which sums up the accumulated contribution to the national exchequer to BDT 273 billion. On account of corporate tax, GP paid BDT 8.4 billion during the first half of 2012, which was BDT 2.2 billion higher compared to the same period of last year.

Background of the Study:

Grameenphone Ltd. has been awarded the credit rating of AAA for long-term and ST-1 for short term by The Credit Rating Agency of Bangladesh (CRAB).

Grameenphone has so far been reinvesting most of its earnings for business expansion. Keeping in mind the shareholders right on retained earnings and future uncertainties, involving the telecommunication industry of Bangladesh and the Board of Directors of Grameenphone Ltd.

The technology used by GP can only be described as state of the art. GP's Global System for Mobile or GSM technology is the most widely accepted digital system in the world, currently used by over 300 million people in 150 countries. GSM brings the most advanced developments in cellular technology at a reasonable cost by spurring severe competition among manufacturers and driving down the cost of equipment. Thus, consumers get the best for the least.

GP is best known for its service rather than its low tariff and value-added services. GP believes in service, a service that leads to good business and good development.

Grameenphone Ltd. is the market leader in the telecommunication sector in Bangladesh. With the beginning of 2009 the company completed its twelfth year of business. The company achieved remarkable success during this period. It has the largest network, the widest coverage, the biggest subscriber base and more value-added services than any other mobile phone operators in Bangladesh. Grameenphone has a very strong competitive position in the telephone industry in the country.

Scope of the Study

Vast source of information was available from Grameenphone's marketing department regarding IOT that made the study easier to do.

Objectives of the Study:

The study has been carried out with the following objectives.

- ✓ To identify the marketing strategic of IOT Services offered by Grameenphone.
- ✓ To explain marketing mix of IOT Services of Grameenphone.
- ✓ To identify the problems related to the IOT Services Marketing of Grameenphone Ltd.
- ✓ To make recommendations to solve problems.

Methodology of the Study:

The study requires systematic procedure from selection of the topic to Final report presentation. In this study, descriptive method was undertaken to gain Understanding of the performance of GP. To perform the study data sources were identified & collected, they were classified, analysed, interpreted & collected, presented in analysed, interpreted presented; key points are find out. This overall process of methodology is given in below that has been followed in the study. Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled network, relevant innovations & services.

Limitations of the Study

- ✓ Data is limited to only Grameenphone
- ✓ Time shortage while doing the report
- ✓ Being temporary employee many information were not disclosed by Grameenphone due to its policies

Vision

Grameenphone vision is **“We're here to help”**. It is simple but significant. It means we exist to help our customers get the full benefit of communications services in their daily lives. We're here to help. Grameenphone Ltd. is the market leader in the telecommunication sector in Bangladesh. With the beginning of 2009 the company completed its twelfth year of business. The company achieved remarkable success during this period. It has the largest network, the widest coverage, the biggest subscriber base and more value-added services than any other mobile phone operators in Bangladesh. Grameenphone has a very strong competitive position in the telephone industry in the country.

Mission

Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled network, relevant innovations & services.

Types of Business

Grameenphone's main business is telecommunication. It provides the better network for Bangladeshi people.

Corporate Culture

Grameenphone is one of the most disciplined organizations in Bangladesh. It follows many rules and regulation in the organization. They have Code of Conduct. But the employee of this organization is very friendly. There is no sir or no madam inside of the organization. Everyone calls each other Bhatia or apu. They think all are same in the organization and give same respect to all.

Business Objective

- Provide best network over the Bangladesh.
- Provide better service to the subscriber for ensuring their satisfaction.
- Capture bigger market.
- To earn wider profit margin.
- To gain higher return on the investment capital.
- Ensure Sustainability in growth.
- Constant Performance with up gradation.

Shareholders

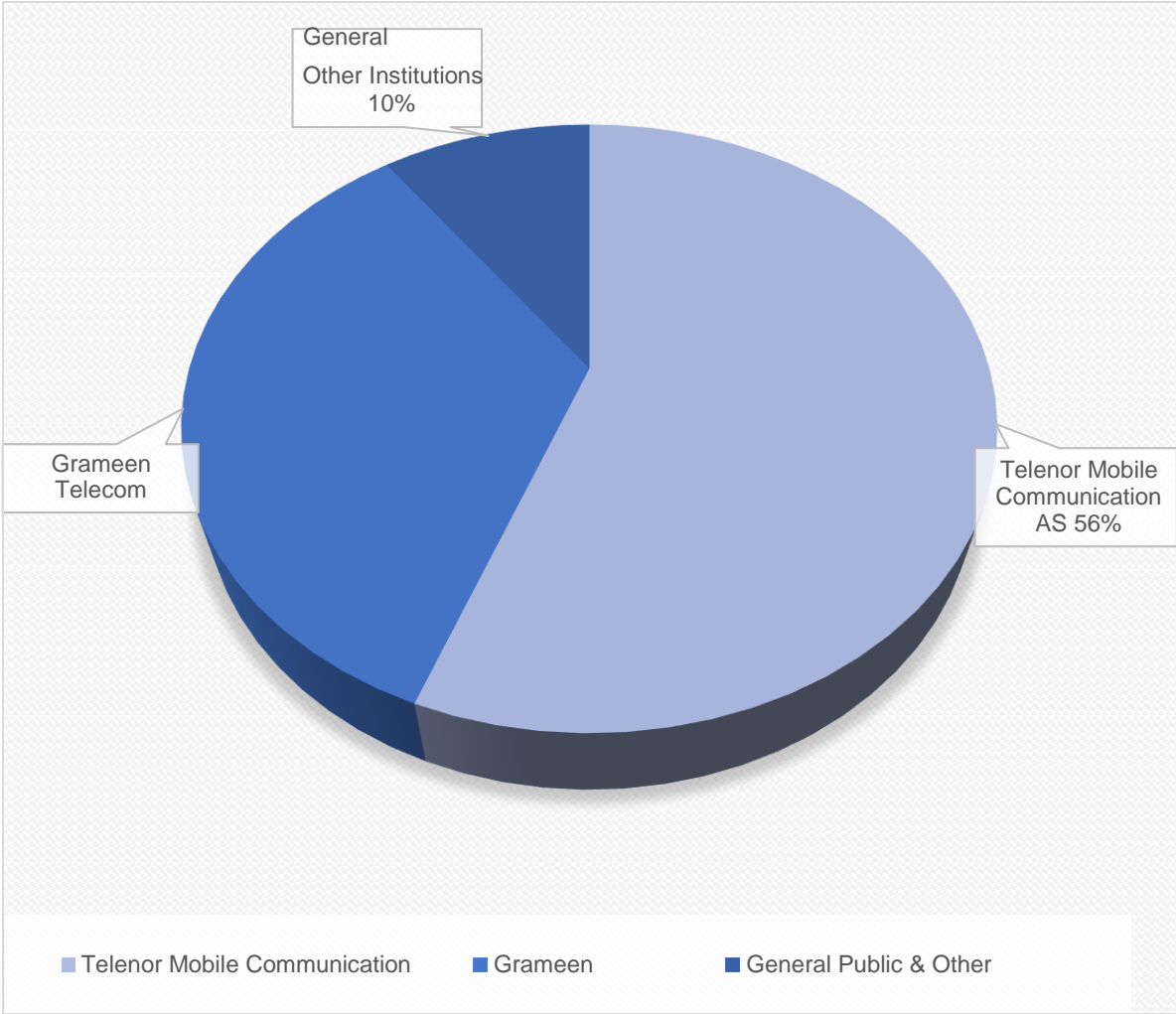
The shareholders of Grameenphone contribute their unique, in-depth experience in both telecommunications and development. The shareholding structure companies mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10% shareholding includes general retail & institutional investors.

Grameen Telecom (34.20%) is a not-for-profit organization and a sister concern of Grameen Bank, the internationally recognized bank for the poor with an expansive rural network and extensive understanding of the economic needs of the rural population. Grameen Telecom, with the help of Grameen Bank, administers the Village Phone services to the villagers and trains the operators as well as handles all service-related issues. Grameen Bank covers 40,486 villages, or 60 percent of rural Bangladesh through its 1175 bank branches. Grameen Telecom's objectives are to provide easy access to telephones in rural Bangladesh, introduce a new income-generating source for villagers, bring the Information Revolution to villages and prove that telecommunications can serve as a weapon against poverty.

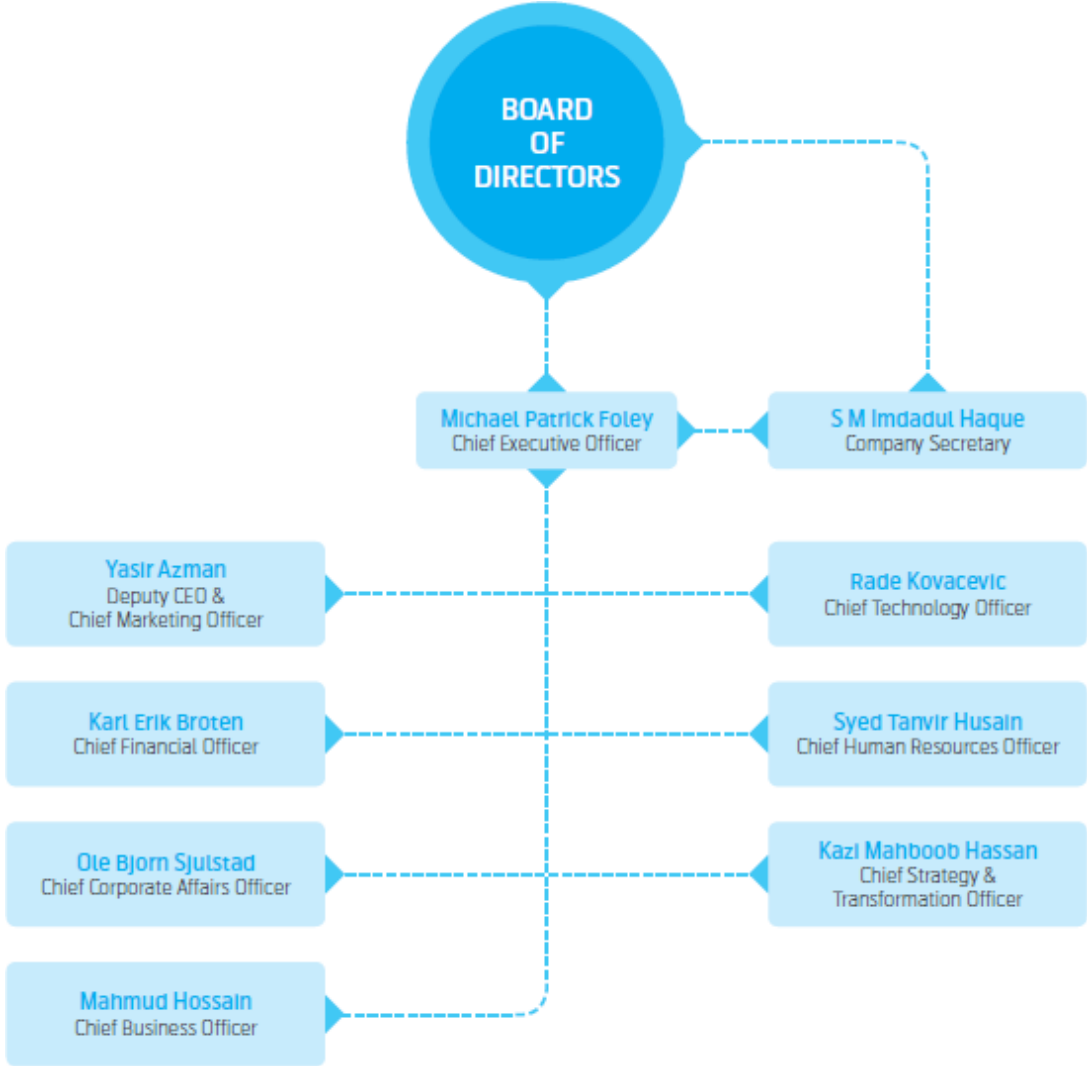
Telenor has played a pioneering role in development of cellular communications, particularly, but not exclusively, GSM technology. In addition to Norway and Bangladesh, Telenor owns GSM companies in Portugal, Denmark, Greece, Austria, Hungary, Russia, Ukraine, and Montenegro, Thailand and in Malaysia. Telenor is using the expertise it has gained in its home and international markets and putting it to use in an emerging market such as Bangladesh.

Graphical Representation

Market Share



Organizational Structure

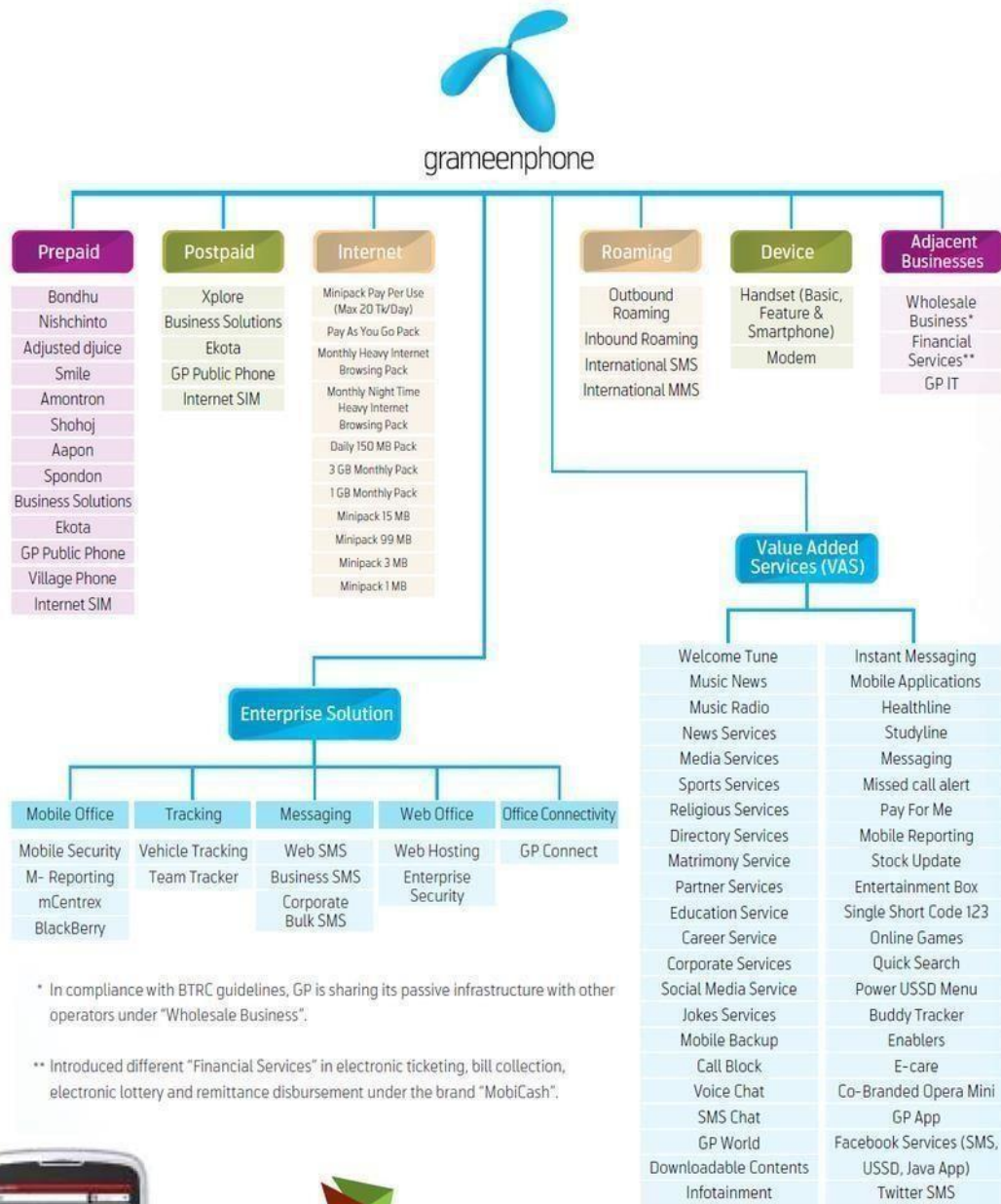


Milestone of Grameenphone

- **2013** Awarded 3G license and related 10 Mhz of spectrum for 15 years effective from September 2013; Introduced different 3G packages & services; Launched life insurance coverage „Nirvoy Life Insurance“, mobile content store, self-service recharge kiosk, first ever virtual agent „Neel“, coordinated WiMax service known as „Go Broadband“ etc.; Reached 47.1 million subscribers.
- **2012** Awarded license for 2G operation for 15 years effective from November 2011; two new affordable packages „Amontron“ and „Nishchinto“ were launched, 10-second pulse was introduced for all products including helplines; A GP App was launched to facilitate mobile self-service; Reached 40.02 million subscribers.
- **2011** Launched „My zone“- location based discount on usage, Micro SIM cards for iPhone, Spondon Package with 1-sec pulse; Grameenphone Branded Handset (C200, QWERTY handset „Q100“ and Android Handset „Crystal“), Customer Experience Lab, eCare solution; Completed swapping of 7,272 nos of BTS; Reached 36.5 million subscribers.
- **2010** Launched New Tariff Plan, „MobiCash“ Financial Service Brand, Ekota for SME, Baadhon Package, Mobile Application Development Contest & Network Campaign; Reached 29.97 million subscribers.
- **2009** Listed on Dhaka Stock Exchange Ltd. and Chittagong Stock Exchange Ltd.; Launched Internet Modem, Special Olympic Regional Talent Hunt, Stay Green Campaign, Internet Package P5 & P6, Grameenphone Branded Handset & Studyline; Reached 21 million subscribers.

- **2008** Introduced BlackBerry Service; Commissioned Brand Positioning & launched Stay Close & Customer Care Campaign; Reached 20 million subscribers.
- **2007** Converted to a Public Limited Company; Re-launched Business Solutions; Launched New VAS, Bull Stock Information, Missed Call Alert & PayForMe Service; Re-branded djuice; Reached 16 million subscribers.
- **2006** Launched HealthLine, Smile Prepaid & Xplore Postpaid, Cellbazaar, Business Solutions for Business Class & Community; Introduced new GP Logo Following Maiden Decade of Operation; Reached 10 million subscribers.
- **2005** Launched Electronic Recharge System, djuice Brand Targeting Youth Segment, EDGE & Voice SMS for the first time in Bangladesh; Reached 4 millionsubscribers.
- **2004** Reached 2 million subscribers.
- **2003** Launched Prepaid Product with PSTN Connectivity; Reached 1 million subscribers.
- **2002** Achieved BD Business Award for “Best Joint Venture Enterprise.
- **2001** Launched WAP Service.
- **1999** Launched first Prepaid service in the Country.
- **1998** Lauached mobile to mobile Service (without PSTN Access).
- **1997** Commenced Operation on the Independence Day of Bangladesh.
- **1996** Incorporated as a Private Limited Company.

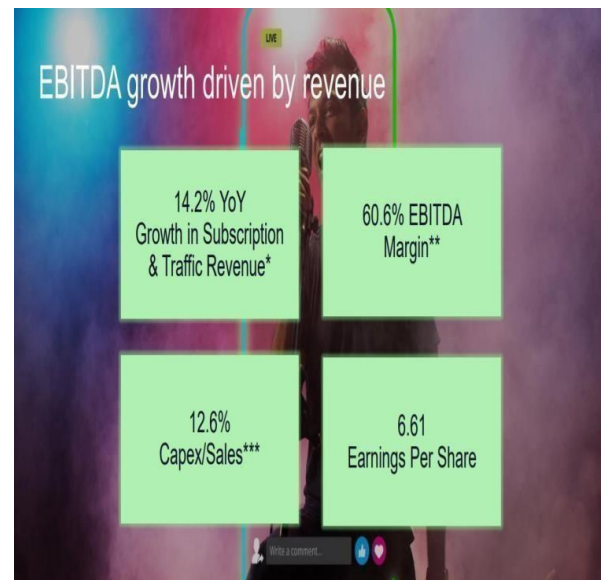
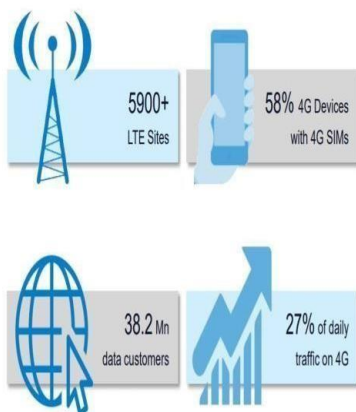
Products & Services



Performance at a glance – 2019



Reached 6.8 Mn active 4G users



Top 20 Shareholders as on December 31, 2011

Sl. No	Name of Shareholders	Number of Ordinary Shares Held	Percentage
1	Telenor Mobile Communications AS	753,407,724	55.80%
2	Grameen Telecom	461,766,409	34.20%
3	Investment Corporation of Bangladesh	14,084,800	1.04%
4	Grameen Bank Borrower's Investment Trust	11,037,221	0.82%
5	SSBT A/C Wasatch Frontier Emerging Small Countries Fund	7,738,600	0.57%
6	SSBT A/C Morgan Stanley Institutional Fund, Inc.- Frontier Emerging Markets Portfolio	3,895,672	0.29%
7	A.K. Khan & Co. Limited	3,800,746	0.28%
8	ICB Unit Fund	3,412,269	0.25%
9	JPMCB NA for JPMCB LUX A/C Franklin Templeton Investment Funds	2,966,600	0.22%
10	AB Investment Limited-Investors Discretionary Account	2,874,000	0.21%
11	SSBT for SSB LUX A/C Morgan Stanley Asset Management	2,410,728	0.18%
12	JPMCB NA for JPM LUX A/C Schroder International Selection Fund	1,966,800	0.15%
13	SSBT for SS Lux A/C Goldman Sachs Funds - Goldman Sachs N-11 (R) Equity Portfolio	1,766,800	0.13%
14	Bangladesh Fund	1,605,000	0.12%
15	Mellon Bank N.A. A/C Acadien Frontier Markets Equity Fund	1,514,600	0.11%
16	United Commercial Bank Ltd.	1,514,600	0.11%
17	Grameen One: Scheme Two	1,500,000	0.11%
18	SSBT A/C Parametric Emerging Markets Fund	1,496,400	0.11%
19	JPMCB NA for JPMCC A/C Everest Capital Frontier Markets Fund L.P.	1,292,200	0.10%
20	Rupali Bank Limited	1,283,800	0.10%
	TOTAL	1,281,321,469	94.89%

Chapter 2

IOT Services of GrameenPhone

Introduction

The **Internet of things (IOT)** is the extension of Internet connectivity into physical devices and everyday objects. Embedded with electronics, Internet connectivity, and other forms of hardware (such as sensors), these devices can communicate and interact with others over the Internet, and they can be remotely monitored and controlled.

Vehicle Tracking Service

গাড়ি বা বাইক হারানোর ভয়
আর নয়

গ্রামীণফোন ইকোনমি ভেহিক্যাল ট্র্যাকিং সিস্টেম
(eVTS) এখন আরো সাশ্রয়ী

মাত্র ৪৪৯৯ টাকায়

মাসিক ফি
মাত্র ৩৯৯ টাকা

হাট-একদশ পঞ্চাশত
তিতহিন

চলতি পথে ট্র্যাকিং

ব্যটির বর্ট-অফ
অনালার্ম

পে, রে পে এজিরা
সেট করুন

স্মার্ট সিরিফ
সেট করুন

For details please visit website [www.grameenphone.com] | For any query & support Call +8801755664466 | SD, Tax, VAT will be applicable on monthly fees | Available only in Dhaka

Vehicle Tracking Service Economy Package (eVTS) is new package of GP VTS. It is very easy to use and install in any vehicle. It is a portable device that runs charging through USB and cables. It is a very handy device that customer can use it to charge through USB cable and put it in any vehicle to track. For customer convenience we provide a casing in which if this portable device in place could be used as tracker permanently in any vehicle. Power source for the device will be from any wire inside vehicle to receive power to run the device.

How eVTS will benefit your customer/Benefit of eVTS:



USB Powered Device: Easy self-setup by Plugging the device to power source (+,-/USB) and ready to use.



Tracking on the go: Tracking vehicle (location and status) on the go using mobile app and web.



GO, No-Go area setting: Setting go or no-go area for vehicle and any violation will be reported through alerts.



Disturbance/SOS Alerts: disturbance like crashing, snatching, dropping and emergency support-SOS button.



Speed limit setting: Set speed limit for vehicle to run and any violation shall be notified through alerts.


Benefit of eVTS will help your customer to connect with their vehicle very conveniently over mobile application and website. Our eVTS device is powered over USB port that is portable and can be used in motorbike, car and other vehicles.

Team Tracker

GRAMEENPHONE Team Tracker is one of the enterprise solutions for business organizations across the country. It has been designed to empower enterprises with Location Push Technology TM resulting into optimized utilization of their resources in the field, reduced cycle time for information access and processing, quick and informed decision making and thus, improved business services for their customer.

The Team Tracker determines the location of the employees from their cell phone and uses this location to provide additional services like tracing employee location with halt summary, assigning or modifying tasks with instant notification on SMS, generating reports, assisting in the supervision on tasks, employees, customers, etc.


Eminent Features and Special benefits at a glance


-  **Real time tracking:** 24X7 tracking of field force by the authority. It has the flexibility to define a fixed time frame for every individual organization. It can also assign a working week as per the organization's operations which ensure the privacy of the employees.




The largest and finest tracking area: GRAMEENPHONE, having the largest and finest network of the country, ensures the largest tracking area by which organizations can have the utmost tracking facility. The unlimited POI facility make the tracking the finest in the country.




-  **Task Assignment:** A manager can assign task to an employee through web which the employee will receive as an SMS in his mobile phone with an auto generated task serial number.


-  **Task update:** Employees can update the status of the assigned task to the supervisor using SMS to a port which automatically updates the system and manager can see it from the system. The employee can even update the task from internet.


-  **Report on location history:** The user organization can generate location history of an employee for last 7 days.




- **Hierarchy based authority:** The system allows the organizations to implement a hierarchy-based authority on tracking, task management and report generation.

-  **Report generation of task status:** The system is able to generate reports on task status of individual employee and even a single task.

-  **On-leave disable option:** The system supports that an employee can be disabled from the tracking system while on leave.

-  **Search by Lat-Lon:** Currently the users can search for any location using the name of the location only. But now with the introduction of this feature the users can search using the coordinates (Lat-Lon) values of the location.

-  **Employee Location Report:** Whenever the location report is fetched for an employee or for any particular department, the report contains the employee number column which is repeated in each row. In order to optimize the report, now the employee number will be shown only once at the beginning of the report.

Smart attendance

Grameenphone Smart Attendance is a standalone, smart, hassle-free wireless biometric cloud- based attendance management system.

The device ensures fingerprint matching of users and sends the information via GPRS/NB-IoT to a secure Cloud Server. All these data are presented in such a way that adds value to the administration immediately. This panel is capable of being tailored according to the organizational need and structure of the client. With various types of reporting, data representation, leave management and many other features, the combined hardware-software solution can provide the edge, which is needed in an organization.



Features:	Device Specification:
<ul style="list-style-type: none">• Fingerprint• RFID• Completely Wireless• GPRS Based Communication• Cloud-Based Operation• Battery Backup• Control and Monitor Centrally• Remote Access• Easy API Integration• Can be used as Access Control <p>Robust Software panel</p>	<ul style="list-style-type: none">• Fingerprint capacity: 3000• Matching Speed: <0.5sec (1:N)• RFID Card Capacity: Up to 60,000• Logs: 5,00,000• False Acceptance Rate: 0.001%• False Rejection Rate: 0.01%• Communication: GPRS/NB-IoT• Battery Backup: 4 Hours• Input Voltage: 9V-30V• Input Current: 1.5A

L
L
I

Pricing Details:

Item	Details	Regular Price (BDT)
Smart Attendance System	<ul style="list-style-type: none">• Biometric attendance device• Cloud-based software• 12 months service plan• 12 months replacement <i>warranty</i>	19,600/=
Smart Attendance Service Plan	<ul style="list-style-type: none">• From 2nd year and onwards	4999*/=

Smart Security

Grameenphone brings “SEEMO” - country’s first Smart Security Brand, which is dedicated to make your home safe, family secure and life easier.

SEEMO Smart Doorbell and Indoor Camera allow you to speak with anyone at your front door & home through a built-in speaker and microphone. Be near to your loved ones, home or office even when you are miles away.



Product Features:



HD Video

See your visitor in HD (720p).



Motion Sensor

Track any motion in front of your door.



2-Way Communication

2 way audio & one way video means you can enjoy a full conversation with your visitor.



Cloud Storage

Records and stores every photo and video in the cloud.



Instant Alerts

Get instant alerts whenever someone presses the bell or motion is detected.



Live Monitoring

Monitor your front door at any time by starting the video from the app.

SEEMO Indoor Camera

Battery	N/A. Can be connected through powerbank
Indoor Dimensions	11.5*6.5*3(cm)
Camera	135-degree angle(diagonal), 1 Mega pixel CMOS sensor,
Video	720p, H.264
Night Vision	Built in night vision (Infra-red)
Encryption	Bank Grade
Power	5 Volt
Distance from Wi-Fi router	Up to 24 feet
Wi-Fi requirement	2mbps, no data limit
App	IOS/Android app
Weight	150 grams

CMP (Corporate Messaging Platform)

“A Customer friendly SMS solution that understand you need”

Grameenphone is introducing Bulk SMS for the first time in Bangladesh; a dynamic SMS based communication solution targeted towards the Business Clients by which they can send SMS from their own location integrated with their applications with high speed modality. This robust solution able to cater your customized SMS based communication need in an efficient manner.

Grameenphone has a vision to position itself as the “Total Solution Provider” in Bangladesh Business Market. Bulk SMS is one of the prominent initiatives taken by Grameenphone to accomplish this vision.

Corporate Messaging Platform
It is the most robust BULK SMS solution in Bangladesh. In addition to regular text SMSs, Business Customers will now be able to send Bangla & Flash SMSs from web to large audiences, cell phones with a single click.

Key Features

Bangla SMS	Flash SMS	SMS Masking
API Support	Incoming SMS	SMS Scheduler

Business Benefits

- Cost Effective Mode of Promotion
- Retain and Get New Customers
- Promotion of Sales & Marketing Campaigns
- Easy Branding
- Effective Response
- No Language Barrier
- Customer Relationship Management

For details please contact your account manager or email: business.solutions@grameenphone.com
To submit your lead/request please visit: <http://www.grameenphone.com/business/contact-us>

⚠ Use of Illegal and Unregistered SIM is harmful for you and the country.

bulk sms
One Click SMS Solution for your business communications!
go beyond grameenphone

Bulk SMS offers you:

- Unicode SMS (Bangle or any languages supported).
- Flash SMS.
- Incoming SMS.
- Up to 25 masking facility from a single business user account (11 Digit): only to GP numbers, in another operator numbers, a mobile number will be displayed.
- Sends up-to 1000 character supports in one go.
- Send 100k push SMS at a time.
- Support dynamic SMS sending.
- API Based solution (integration with Client Database).
- Flat tariff for on-net & off-netsubscribers.
- DND (Do Not Disturb) optionintegration.
- Postpaid Model.

Value Proposition for Business Customer:

- Increase sales by new product launch and corporate communication.
- Offer, discount, service reminder and other announcement.
- Easy branding by displaying organization name or number as a sender.
- Run even based contest; conduct tale voting and real time survey for making decision.
- Adopt cost effective mode of promotion.

SMS Slab Range	Tariff (BDT)/SMS	Slab Base
1 to 24,999	0.50/SMS	Slab 1
25,000 to 50,000	0.45/SMS	Slab 2
50,001 to 100,000	0.38/SMS	Slab 3
100,000+	0.30/SMS	Slab 4

- Awareness building, notification through Government circular and Schedule delivery timing.
- Track audience feedback by receiving replies.

Quotation for Bulk SMS for (Company Name).

Slab Based Price:

Note:

- All the charges are excluding applicable Supplementary Duty, Search Charge & VAT: 5% Supplementary Duty (SD) +15 % VAT on price (inclusive of SD) + 1% SC will be applicable.



GrameenPhone (GP) is the largest cell-phone operator in Bangladesh. GP was given the cellular license in 28th November 1996 by the ministry of Posts and Telecommunications. Later in March 26th 1997, they offered their service in Dhaka city and gradually covered the entire country. GP, in collaboration with Grameen Bank, is aiming to place one phone in each village to contribute significantly to the economic uplift of those villages. GP's basic strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, GP builds continuous coverage, cell after cell. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout GP's network. GP employ's a large number of employees who are young, dedicated and energetic. GP knows that the talents and energy of its employees are critical to its operation and treats them accordingly. The technology used by GP can only be described as state of the art. GP's Global System for Mobile or GSM technology is the most widely accepted digital system in the world, currently used by over 300 million people in 150 countries. GSM brings the most advanced developments in cellular technology at a reasonable cost by spurring severe competition among manufacturers and driving down the cost of equipment. Thus consumers get the best for the least.

Chapter 3

Problems, Recommendations & Conclusion

Problems Identified

- Grameenphone has maintained its leadership in the mobile industry amidst heavy competition and unprecedented challenges. While competition opted for price position, GP continued with its quality acquisition and added million subscribers to its subscription base.
- Grameenphone has very good management for each of its departments to perform their operations, they also do talent hunt internally as well as externally. In a sense they do know very well how to do business as their as targets directly influence Company revenue.
- The reasons for increasing income from operation are high gross profit and low operating expenses.
- GP subscribers are also increasing year by year. Because their network is better than other and they give so many offers for their subscriber.
- Company's returns towards its stakeholders is quite satisfactory and they do have expert to maintain their every operation.
- Increment of 19% (BDT 1,433 crore) in total revenue was driven by traffic revenue from the subscription growth and revenue from wholesale business.
- Innovative offers towards customers, better employee engagement, standardization in every official aspect has made them unique in the field of Telecommunication Business.
- Grameenphone do strongly believe that, Better and Sustainable performance is the only way to be Successful.

Recommendations

- ✓ As a responsible corporate citizen, GP has continued to invest for common good of the society. The Company has integrated its technological expertise with social projects to bring positive changes in the life of general people ensuring better sustainability. It's a very positive sign for the company so they do need to focus more on this CSR part for ensuring better stakeholders experience.
- ✓ As Grameenphone focus more on it network up gradation, what I think is very important for the company. Day by day customers are becoming more quality oriented. And to ensure that Grameenphone do need a constant focus on it network up gradation.
- ✓ Grameenphone's sale has increased in a substantial amount. But also, it has to ensure sustainable growth in it. In the data we see that sales are increasing year by year. But this increase is not too much. Basically, sustainable growth in sales can earn ensure more contribution to their revenue.
- ✓ As a responsible corporate citizen, GP has continued to invest for common good of the society. The Company has integrated its technological expertise with social projects to bring positive changes in the life of general people ensuring better sustainability. It's a very positive sign for the company so they do need to focus more on this CSR part for ensuring better stakeholders experience.
- ✓ As Grameenphone focus more on it network up gradation, what I think is very important for the company. Day by day customers are becoming more quality oriented. And to ensure that Grameenphone do need a constant focus on it network up gradation.
- ✓ Grameenphone's sale has increased in a substantial amount. But also, it has to ensure sustainable growth in it. In the data we see that sales are increasing year by year. But this increase is not too much. Basically, sustainable growth in sales can earn ensure more contribution to their revenue