

“A comparative study about customer care service in between GP and Robi”.

Submitted by
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INTRODUCTION

We are living in such an era, where customer satisfaction and customer relation is the main key to success. If it is a service related company without special core of customer service, it is so hard to sustain in the highly competitive market.

Therefore, to retain the customer and delight the customer that facilities always provide by the company called customer service. However, in the present competitive world customer have so much information and option on hand to choose any companies service. So companies have to understand the demand of the customer and try to fulfill their desired expectation.

When companies failed to satisfied customers desired service with their educate service then customer dissatisfaction comes out. Then zone of tolerance of customer widen up. So every company always tries to narrow the zone of tolerance of customers. But when they failed to control the zone of tolerance than customer gap rise up. Therefore, companies must have identified the case of customer gaps and make the solution to decrees the gaps. We try to identify the case of creating gaps and give the recovery recommendation by our opinion.

OBJECTIVES OF THE STUDY

1. To understand the relationship for GP and ROBI with the customers.
2. To understand the communication process with the customer
3. How both company are setting memory into the customer mind
4. To find out whether any gap between the company and their valued customer.
5. To find out whether any gap between the both company
6. To determine what factors are affecting the customer service.
7. To identify the consumers opinion about the marketing policies.
8. To identify the limitation of service delivery.
9. To find out the similarities and difference in between both company.
10. To determine the consumer expectation from both company.

Importance of the study

From the organization part we came to know that GrameenPhone is the market leader in the mobile telecommunication industry of Bangladesh. Their growth rate is high. But in this edge of competition, it is very difficult to keep the leading edge intact. Companies need to come up with new ideas to remain competitive. They need to keep their customer satisfied. On the other hand Robi try to increase customer satisfaction to be a market leader, Robi is continuously coming up with new ideas regarding its products and services. Recently, the company is mainly focusing on the non-voice services. Because, the company knows in near future, voice based services will reach to the maturity stage, which will make the business growth constant to some extents. Hence, the company is trying to maintain the leading position in non-voices services as well like SMS, Push-Pull, and Information related services at the early growing stage. These services are working as a building block to increase Robis service value. Coming up with innovative service is easier than making subscribers aware of services. Hence through this report we have tried to analyze the present situation of the cellular phone industry in Bangladesh as well as to understand the comparison in between their customer service. Because

customer service is the key way to build strong customer relationship by which they will get the competitive advantage. This study will help to understand the present situation of their customer service.

Literature review

As far we know that there were no research has been conducted on this topic “A comparative study about customer care service in between GP and Robi”. But we have tried to get knowledge by reading the annual report as well as from the internet web site.

SCOPE AND LIMITATION OF THE STUDY

Regarding data collection surveying, we had to go through many limitations, which may possibly affect the study a little bit. Data has been collected from primary and secondary sources. The purity of the study was dependent on the fairness of the collected data. We are tried our level best to collect and process the completely reliable data from different sources. Lack of co-operation, Lack of seriousness, Data collection from different locations, Wrong thinking, Lack of funds.

- **Lack of co-operation:** Sometimes the samples students did not want to co-operate with us because they have different attitude and way of behavior as well as their busy schedule. Therefore, it was difficult for us to survey.
- **Lack of seriousness:** Sometimes respondents are not seen serious and some of them answer the questionnaire as a fun.
- **Data collection from different locations:** Sometimes an alternative source was chosen, putting behind the targeted one.
- **Lack of time:** it was short time to do such kind of survey
- **Wrong thinking:** When we requested some particular people to answer, they thought us wrong, as we were trying to irritate them.
- **Lack of funds:** We are student and we do not have any earning source, it was very hard for us to collect, process, and surveying the data.

Methodology

Source of Information:

Primary: The primary information was collected through interviews, observations, & group discussion.

Secondary: The secondary information was collected from books, reports, Annual reports, Journals, & from company's website.

Study Approach: Study approach was survey type.

Study Instruments: Questionnaire

Mechanical instrument:

The mechanical instruments were: Paper, pen, TNT phone, cellular phone, Computer, Hp Laser Printer, Microsoft Word, Microsoft Excel, Adobe Photoshop, Microsoft power point, etc.

Primary main source:

We have taken some interviews on our particular research topic. We have given people some options including positive and negative impact . We have divided in three groups within 150 samples to do our survey—

1. Only GP user- 50 samples
2. Only Robi user- 50 samples
3. Both user – 50 samples

Our targeted sample was the only AIUB students and staffs

Contact method:

- **Face to face interviews**
- **Phone calls**

COMPAY PROFILE - "GRAMEEN PHONE"

November 28, 1996

Grameenphone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications

March 26, 1997

Grameenphone launched its service on the Independence Day of Bangladesh

November 5, 2006

After almost 10 years of operation, Grameenphone has over 10 million subscribers

Grameenphone is now the leading telecommunications service provider in the country with more than 23 million subscribers as of December 2009. As at 31 March 2010, Grameenphone had 23.9 million subscriptions.

Presently, there are about 50 million telephone users in the country, of which, a little over one million are fixed-phone users and the rest mobile phone subscribers.

Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone has come a long way. It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. The other 10% shares belong to 10% to general retail and institutional investors.

Since its inception in March 1997, Grameenphone has built the largest cellular network in the country with over 10,000 base stations in more than 5700 locations. Presently, nearly 98 percent of the country's population is within the coverage area of the Grameenphone network.

Grameenphone was also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services.

The entire Grameenphone network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently nearly 3 million EDGE/GPRS users in the Grameenphone network.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004, 5.5 million in 2005, 11.3 million in 2006, and it ended 2007 with 16.5 million customers. As at 31 March 2010, Grameenphone had 23.9 million subscriptions.

From the very beginning, Grameenphone placed emphasis on providing good after-sales services. They have more than 1200 employee in customer service division to give customer feedback on time. In recent years, the focus has been to provide after-sales within a short distance from where the customers live. There are now more than 600 GP Service Desks across the country covering nearly all upazilas of 61 districts. In addition, there are 72 Grameenphone Centers in all the divisional cities and they remain open from 8am-7pm every day including all holidays.

Management has brought a change in the organizational structure in view of need of time. As of the recent change, line function of the company comprises of the 8 major tasks.

These are:

§ Networks

§ Finance

§ Marketing

§ Information Technology

§ Sales

§ People and process development

§ Human Resource

§ Customer Service Division

Customer care- Their trained call center professionals are available round the clock, 7 days a week, 365 days a year. As well as they have available customer care at 61 district. More than 345 customer cares touch point have in countrywide. GP established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services.

By simply dialing 121/ 121 15 (to talk directly with our Customer Service Agent) you can find the answers to any query in the cheapest way. GP customer managers are always at hand to listen to any kind of complaints regarding our products and services - we promise you proper feedback. GP provide information related to the different products and services we offer, to help you make the purchase decision that is most suitable to your communication needs.

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COMPANY PROFILE – “ROBI”

Axiata (Bangladesh) Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Axiata (Bangladesh) Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March, 2010 the company started its new journey with the brand name Robi.

Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core, Robi marches ahead with innovation and creativity.

To ensure leading-edge technology, Robi has the international expertise of Axiata and NTT DOCOMO INC. It supports 2G voice, CAMEL Phase II & III and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming. It has the widest International Roaming coverage in Bangladesh connecting 550 operators across 205 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

With its strengths and competencies developed over the years, Robi aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customers.

Customer center- Robi has now extended its customer service delivery to 443 Channel Partners across the country. In addition to selling Robi products, these 443 Channel Partners are now providing the following customer services:

- SIM Change
- Re-initialization (Prepaid)
- Reconnection (Postpaid)
- Ownership Change (Postpaid)
- Address Change (Postpaid)
- Scheme Migration (Postpaid)
- Itemized Bill (Postpaid)
- Activation of Value Added Services
- Easy Load

Simply dial 123 from your Robi number and get the information you want... it is as simple as that... Easy to reach, 123 ensures instant and personalized support at your finger tips, round the clock, 24 hours a day, 7 days a week, 365 days a year...

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PROBLEMS AND ISSUES

To do our survey we identify some major factors those creates gap and problem...
Some major factors are given below----

- Call rate.
- Helpline is costly.
- New sim price.
- Expensive value added service.
- Offers are not clear also costly.
- Employee behavior
- Employee efficiency and effectiveness
- Different types of promotion
- Positioning statement
- Customer expectation
- Customer opinion
- Customer complain and suggestion
- Employee working environment

The common question are asked by the customer to the customer service

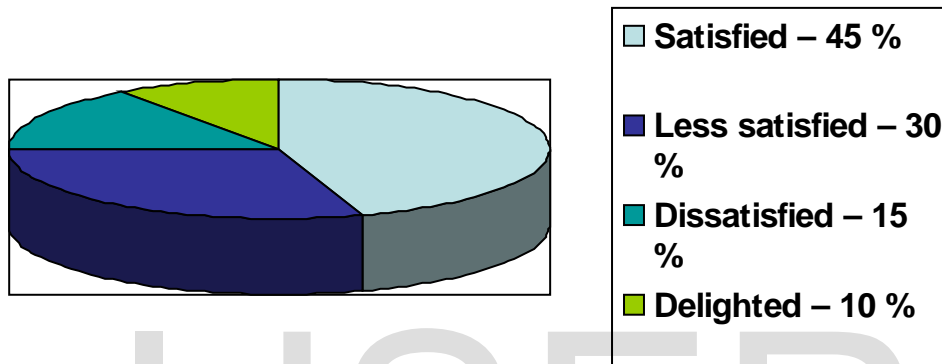
1. Where should I go to buy a prepaid connection?
3. What documents do I need to get a prepaid connection?
5. How do I start using my newly purchased prepaid connection?
7. How long would it take to get a new subscription activated?
9. Getting after-sales service at a Robi Customer Care Center?
11. How do I use Robi Scratch Card or e-fill voucher?

14. Can Robi scratch cards be used with a postpaid phone?
16. In what denominations are refill vouchers available?
18. Whom should I contact if I have any queries or complaints?
21. Service hours of your Support Helpline (Contact Center) and CCC?
23. What are PIN and PUK codes?
29. What is PIN2 and PUK2? And how can I get these numbers?
31. I have lost my PIN and PUK codes. How can I get these codes?
34. Can I divert calls to another number?
36. How can I activate the Call Barring option?
39. Can I send SMS overseas?
41. Is there monthly subscription for prepaid connections?
43. How much is the security deposit for a prepaid connection?
45. How can I check on my account balance?
48. Do I get an incoming call in case of ZERO Balance?
50. What is the minimum balance to make an outgoing call?
52. After the validity period, how long would my account last?
54. How can I get my account reactivated during the expiry period?
56. How long would it take to re-activate an expired account?
58. I want to suspend my service (SIM lost), what should I do?
60. Can I get the previous Balance in case of a SIM change?
63. Can I transfer my prepaid connection to Postpaid?
65. Can I apply for Transfer of Ownership for my prepaid connection?

Customer survey question analysis- GP

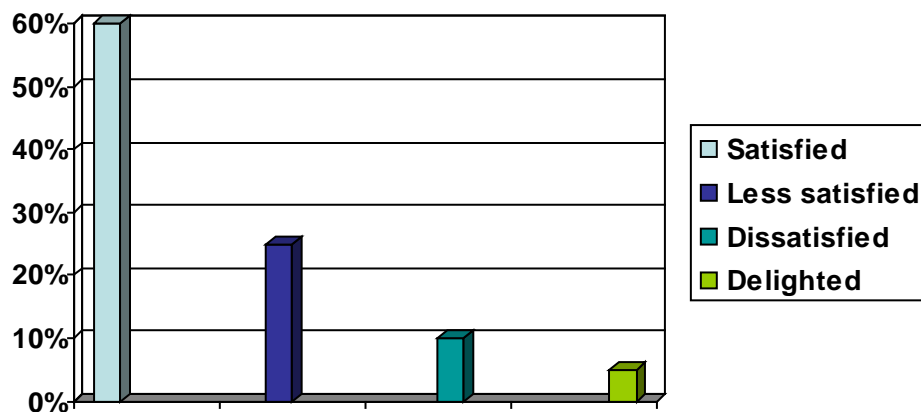
In this survey, we selected 50 people as a sample, to find out the customer perception and their opinion on grameen phone. There are the question analyses in the following below---

1. Are you satisfied with Grameenphone?



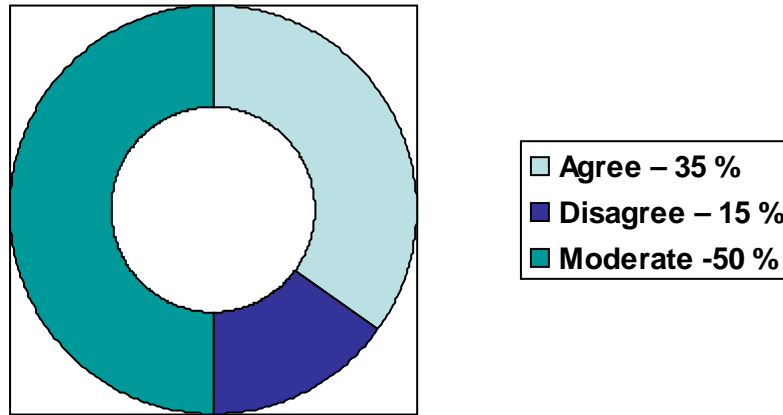
In our survey we can see that out 50 people 45 % of them are satisfied, 30 % of them less satisfied, 15 % of them dissatisfied, 10 % of them delight with the Grameenphone.

2. Are you satisfied with their customer service?



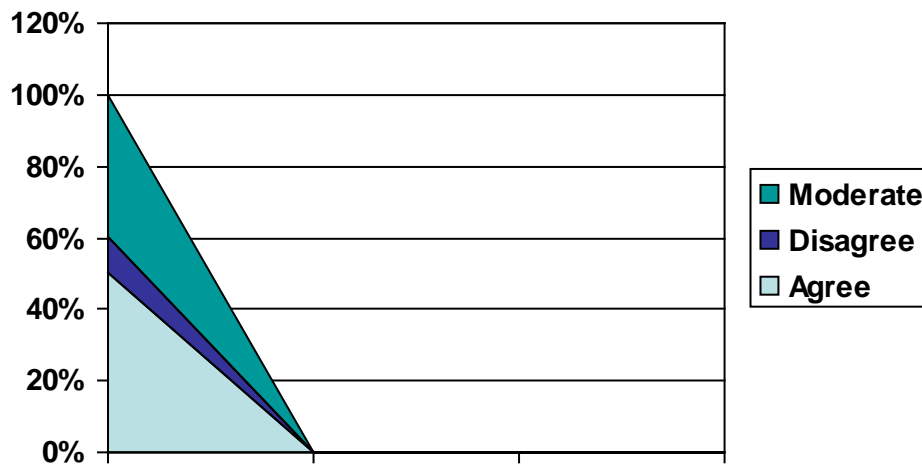
With their customer service 60 % are satisfied, 25 % less satisfied, 10 % dissatisfied, 5 % delight.

3. Do you think Grameenphone is concerned about their customer expectation?



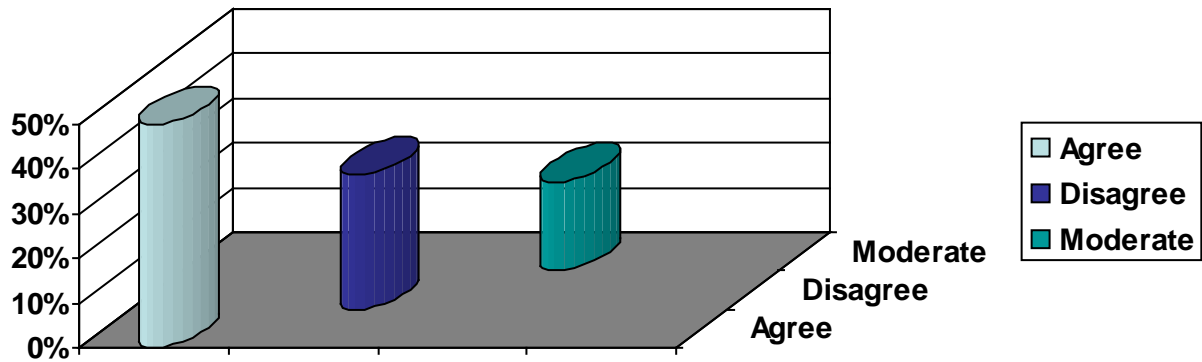
Grameenphone is concerned about their customer expectation. 35 % Agree, 15 % Disagree, 50 % Moderate.

4. Grameenphone gives high priority to their customer complains and provide immediate feedback on time....



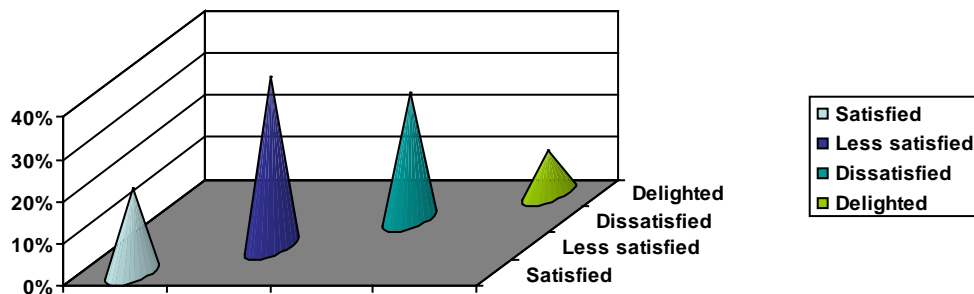
They gives high priority to their customer complains and provide immediate feedback on time 50 % Agree,10 % Disagree, 40 % Moderate.

5. Do you think Grameenphone design their offers by considering customer expectation?



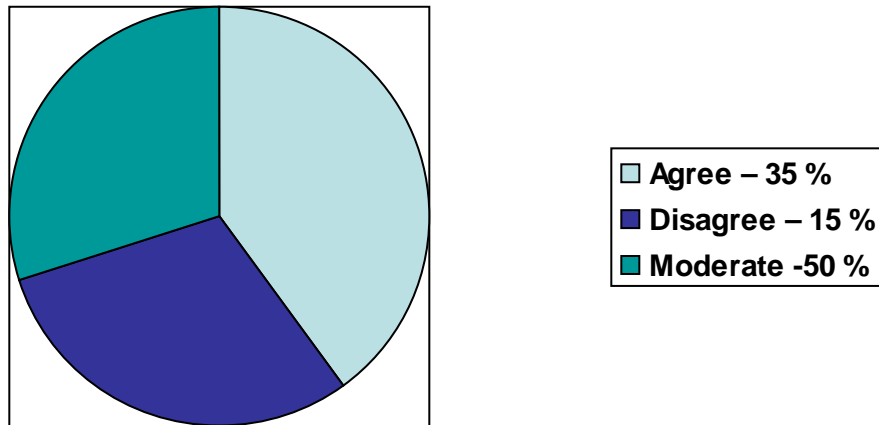
Grameenphone design their offers by considering customer expectation. 50 % Agree, 30 % Disagree, 20 % Moderate.

6. Are you satisfied with their offers?



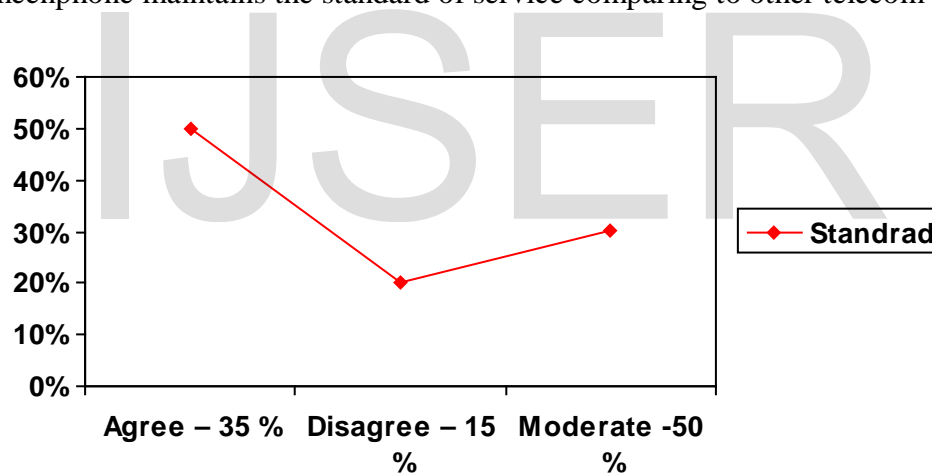
Out of 50 people 20 % of them are satisfied, 40 % of them less satisfied, 30 % of them dissatisfied, 10 % of them delight with their offers.

7. Customer can easily understand the offers of Grameenphone...



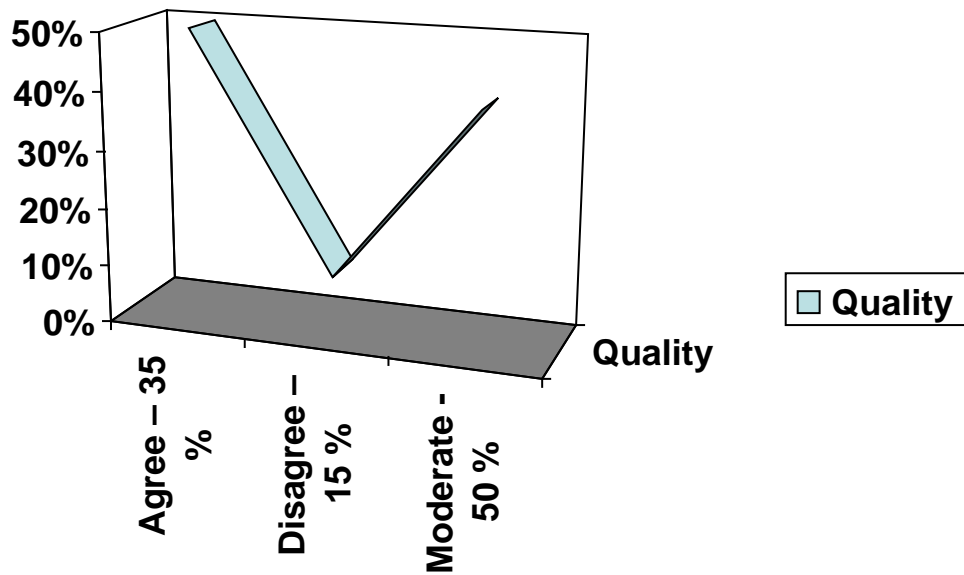
Customer can easily understand the offers 40 % Agree, 30 % Disagree, 30 % Moderate.

8. Grameenphone maintains the standard of service comparing to other telecom operator.



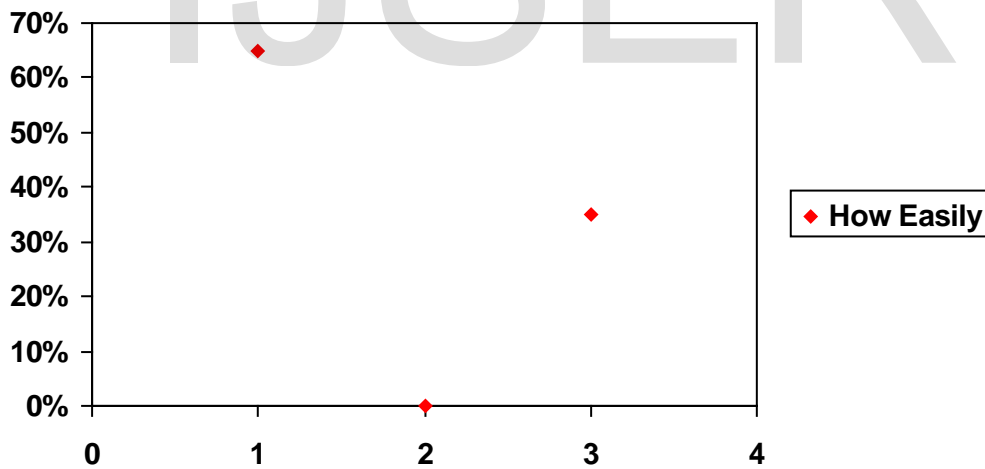
They can maintain the standard of service comparing to other telecom operator. 50 % Agree, 20% Disagree, 30 % Moderate.

9. Do they provide quality customer service?



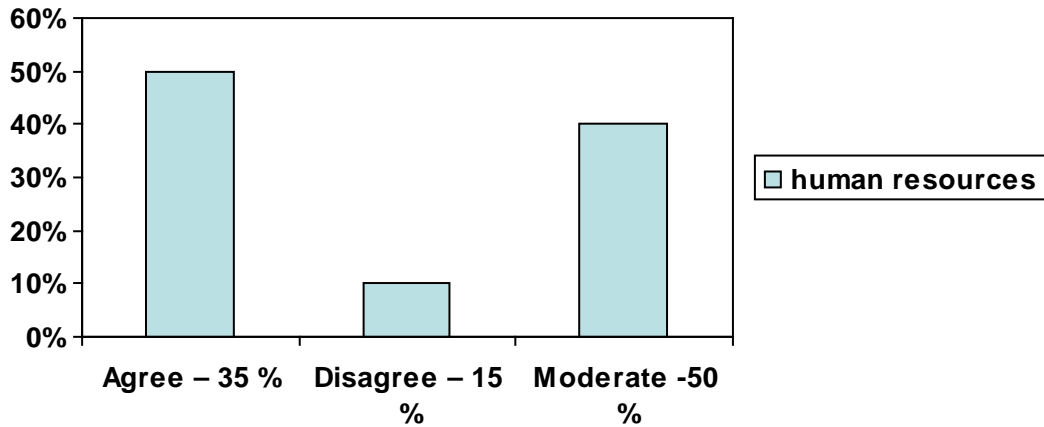
Grameenphone provide quality customer service. 50 % Agree, 10 % Disagree, 40 % Moderate.

10. Customer can easily get the customer service...



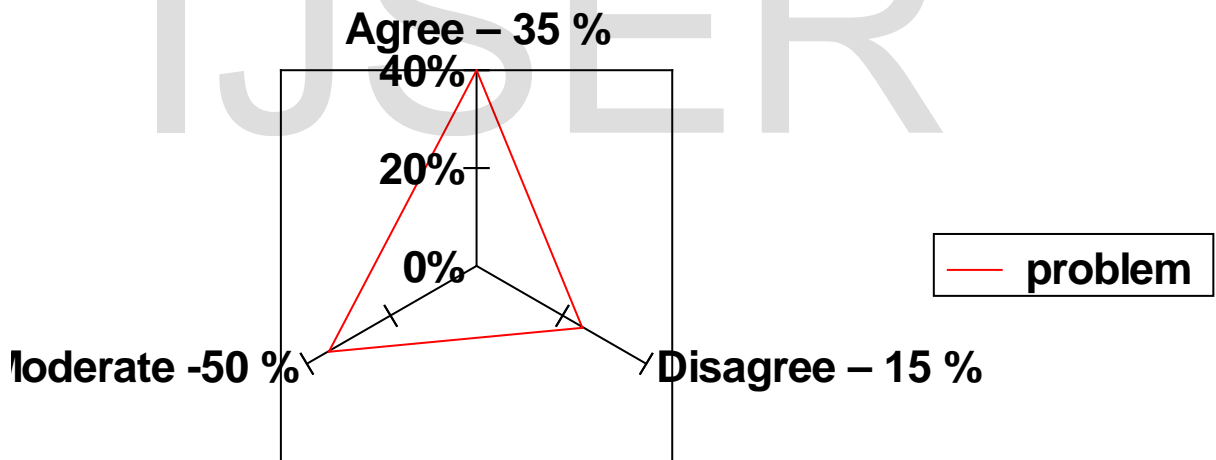
Customer can easily get the customer service .65 % Agree, 0 % Disagree, 35 % Moderate.

11. Grameenphone has sufficient human resources for customer service...



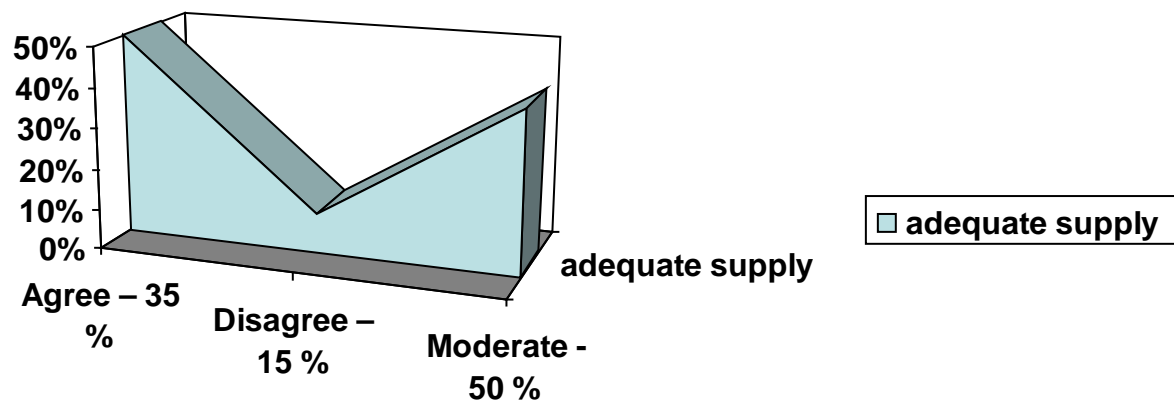
For customer service Grameenphone has sufficient human resources. 50 % Agree, 10 % Disagree, and 40 % Moderate.

12. Customer does not have to face any kind of problem to get the product from GP...



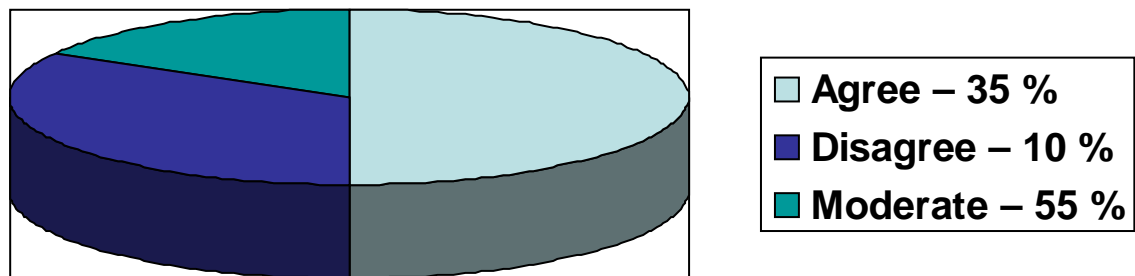
Customer does not have to face any kind of problem to get the product from GP 40 % Agree, 25 % Disagree, 35 % Moderate.

13. GP has adequate supply of their product...



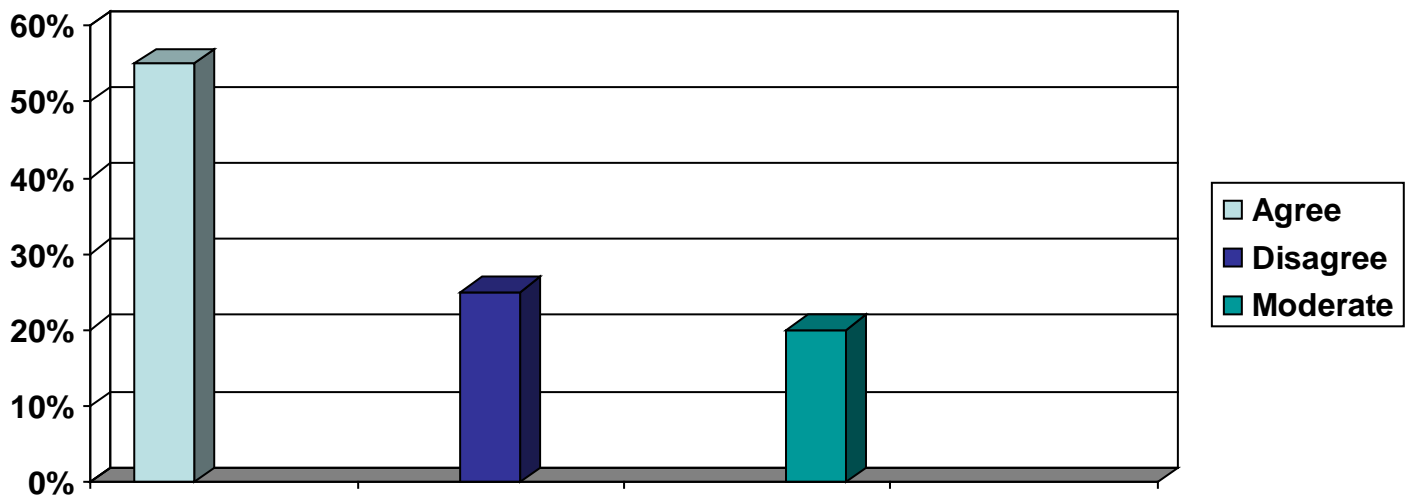
GP has adequate supply of their product. 50 % Agree, 10 % Disagree, 40 % Moderate.

14. Do you get always-expected service from GP?



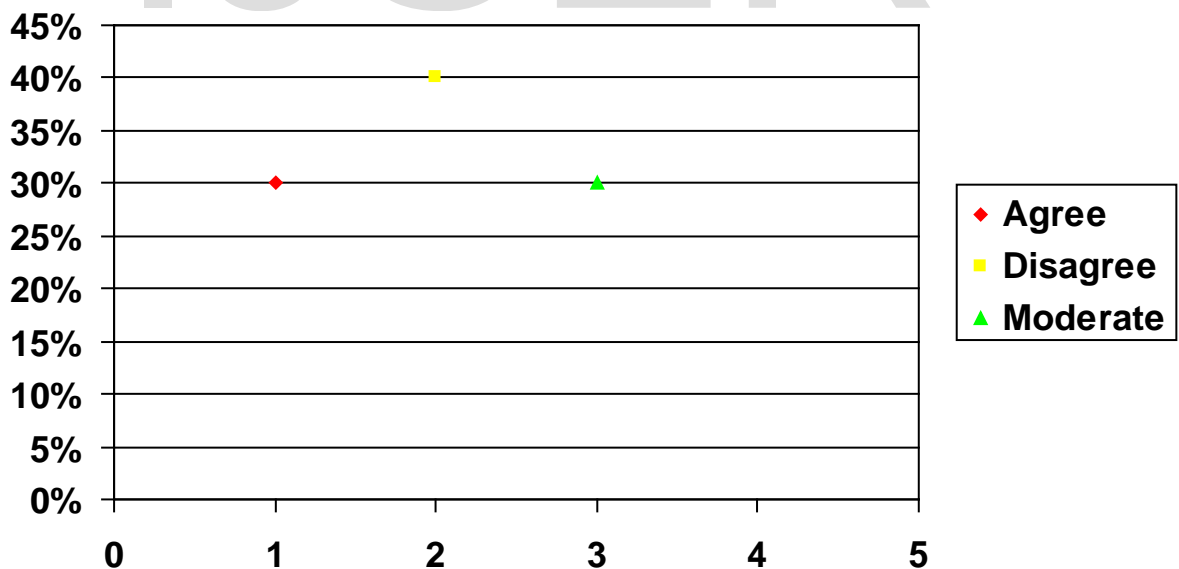
Get always expected service from GP . 35 % Agree, 10 % Disagree, 55 % Moderate.

15. Customer always gets the correct information from the customer service...



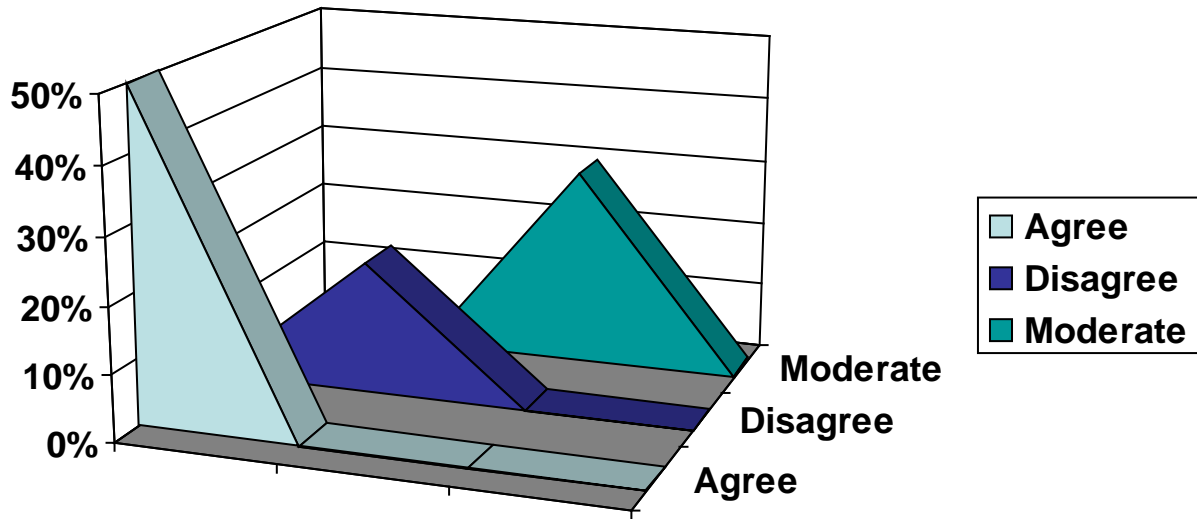
Customer always gets the correct information from the customer service. 55 % Agree, 25 % Disagree, 20 % Moderate.

16. Are customers problems fully resolved?



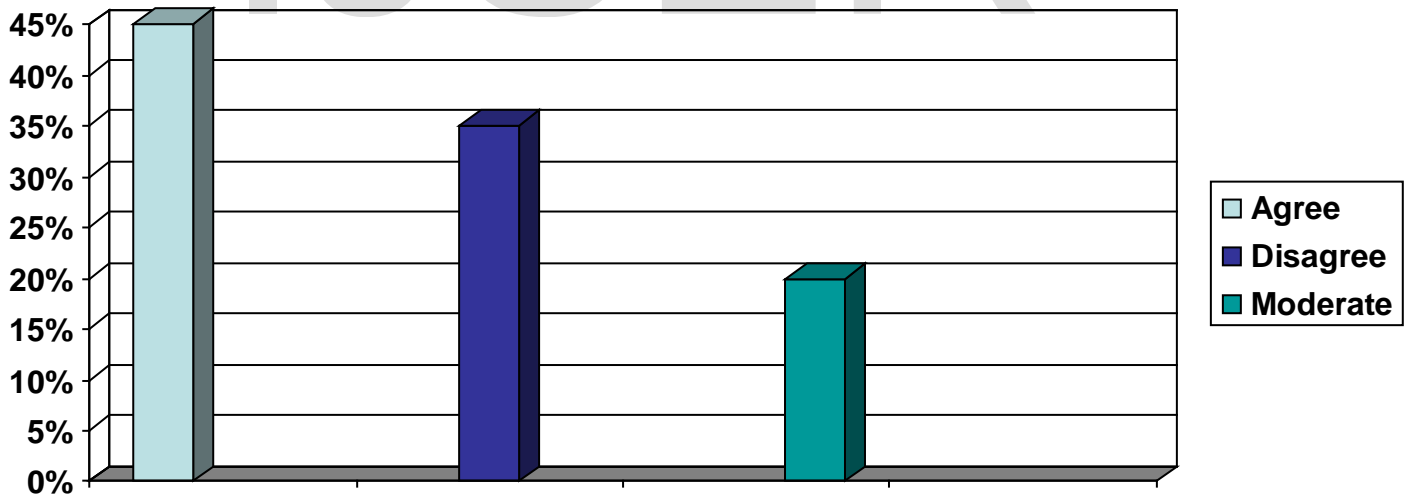
Grameenphone is unable to provide desired service to their customer. 30 % Agree, 40 % Disagree, 30 % Moderate.

17. Grameenphone does not believe in quantity, they believe in quality..



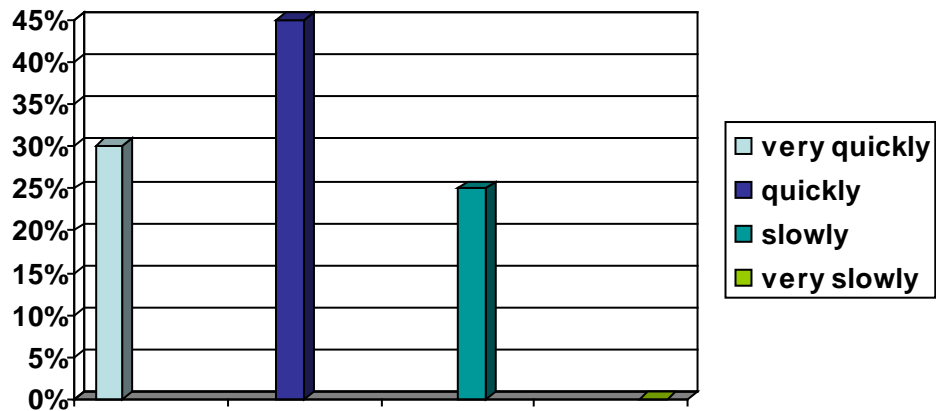
Grameenphone does not believe in quantity, they believe in quality. 50% Agree, 20 % Disagree, 30 % Moderate.

18. Do you face any kind of language understanding problem with the service provider?



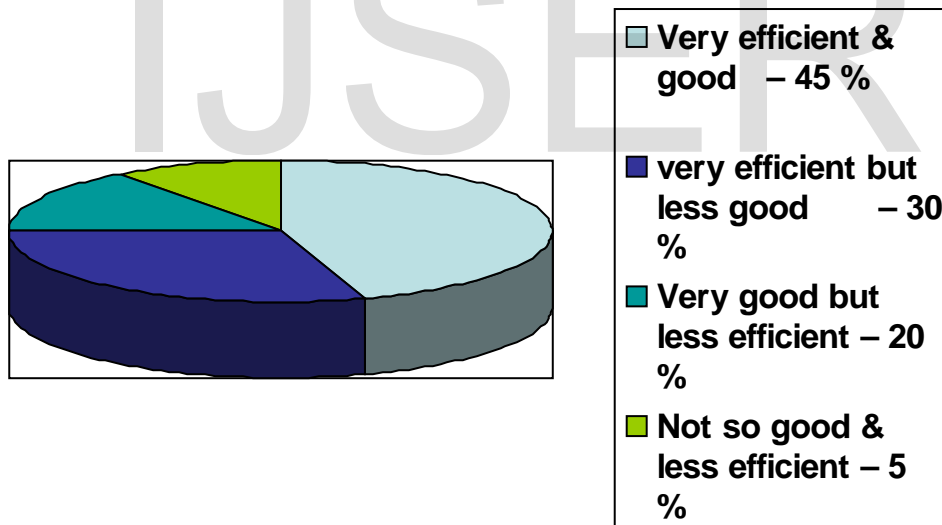
Grameenphone customers face the language problem where 45 % agree, 35 % Disagree, 20 % Moderate.

19. How quickly are these problems diagnosed and resolved?



Problem are resolved very quickly 30%, quickly45%, slowly 25% and very slowly 0%

20. How good and efficient is the customer manager/personnel?



Customer manager or personnel are very good and efficient 45%, very efficient but less good 30%, very good but less efficient 20%, and not so good and efficient 5%

Customer survey question analysis- ROBI

In this survey, we selected 50 people as a sample, to find out the customer perception and their opinion on Robi. There are the question analyses in the following below---

1. Are you satisfied with Robi?

In our survey we can see that out 50 people 35 % of them are satisfied, 40 % of them less satisfied, 21 % of them dissatisfied, 4 % of them delight with the Robi.

2. Are you satisfied with their customer service?

With their customer service 20 % are satisfied, 45 % less satisfied, 32 % dissatisfied, 3 % delight.

3. Do you think Robi is concerned about their customer expectation?

Robi is concerned about their customer expectation. 27 % Agree, 35 % Disagree, 38 % Moderate.

4. Robi gives high priority to their customer complains and provide immediate feedback on time....

They gives high priority to their customer complains and provide immediate feedback on time 30 % Agree 15 % Disagree, 55 % Moderate.

5. Do you think Robi design their offers by considering customer expectation?

Grameenphone design their offers by considering customer expectation. 35 % Agree, 45 % Disagree, 20 % Moderate.

6. Are you satisfied with their offers?

Out of 50 people 25 % of them are satisfied, 38 % of them less satisfied, 33 % of them dissatisfied, 7 % of them delight with their offers.

7. Customer can easily understand the offers of Robi...

Customer can easily understand the offers 48 % Agree, 28 % Disagree, and 24 % Moderate.

8. Robi maintains the standard of service comparing to other telecom operator.

They can maintain the standard of service comparing to other telecom operator. 35 % Agree, 30% Disagree, 25 % Moderate.

9. Do they provide quality customer service?

Robi provides quality customer service. 30 % Agree, 20 % Disagree, 50 % Moderate.

10. Customer can easily get the customer service...

Customer can easily get the customer service .35 % Agree, 20 % Disagree, 45 % Moderate.

11. Robi has sufficient human resources for customer service...

For customer service Robi has sufficient human resources. 40 % Agree, 15 % Disagree, and 45 % Moderate.

12. Customer does not have to face any kind of problem to get the product from Robi...

Customer does not have to face any kind of problem to get the product from Robi 35 % Agree, 35 % Disagree, 30 % Moderate.

13. Robi has adequate supply of their product...

Robi has adequate supply of their product. 45 % Agree, 20 % Disagree, 35 % Moderate.

14. Do you get always-expected service from Robi?

Get always expected service from Robi. 30 % Agree, 20 % Disagree, 50 % Moderate.

15. Customer always gets the correct information from the customer service...

Customer always gets the correct information from the customer service. 45 % Agree, 25 % Disagree, 30 % Moderate.

16. Are customers problems fully resolved?

Robi is unable to provide desired service to their customer. 35 % Agree, 30 % Disagree, 35 % Moderate.

17. Robi does not believe in quantity, they believe in quality..

Robi does not believe in quantity, they believe in quality. 25% Agree, 35 % Disagree, 40 % Moderate.

18. Do you face any kind of language understanding problem with the service provider?

Robi customers face the language problem where 40 % agree, 38 % Disagree, 22 % Moderate.

19. How quickly are these problems diagnosed and resolved?

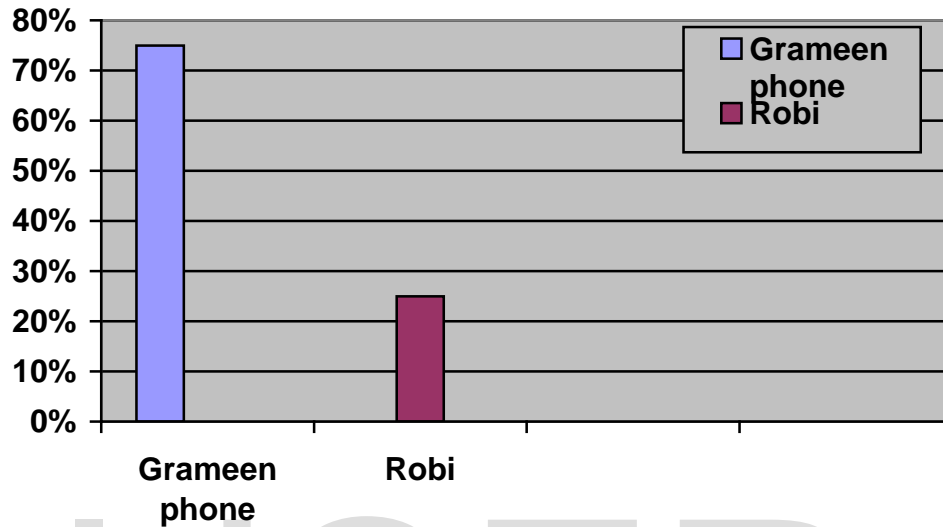
Problem are resolved very quickly 25%, quickly 20%, slowly 35% and very slowly 20%

20. How good and efficient is the customer manager/personnel?

Customer manager or personnel are very good and efficient 40%, very efficient but less good 35%, very good but less efficient 22%, and not so good and efficient 3%

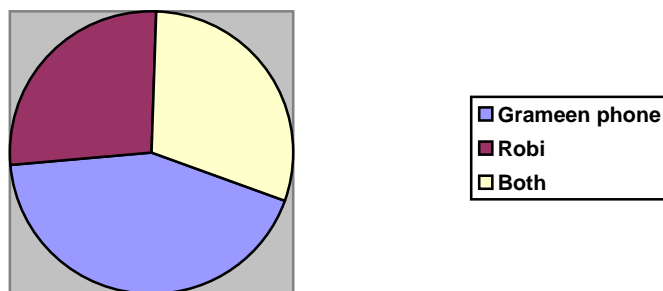
Customer survey question analysis- Both GP and Robi user

1. Are you satisfied more in which one customer service?



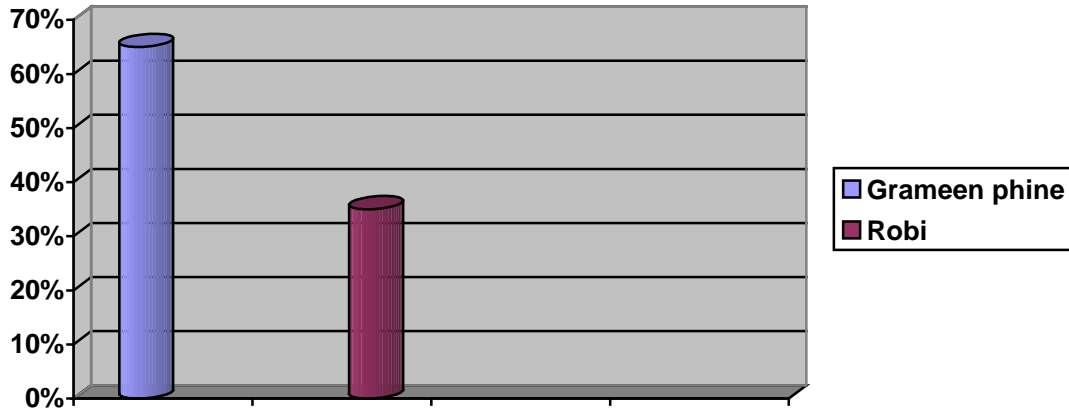
Among the 50 samples, 75% supported Grameen phone, 25% supported Robi

2. Which company gives high priority to their customer complains and provides immediate feedback on time....



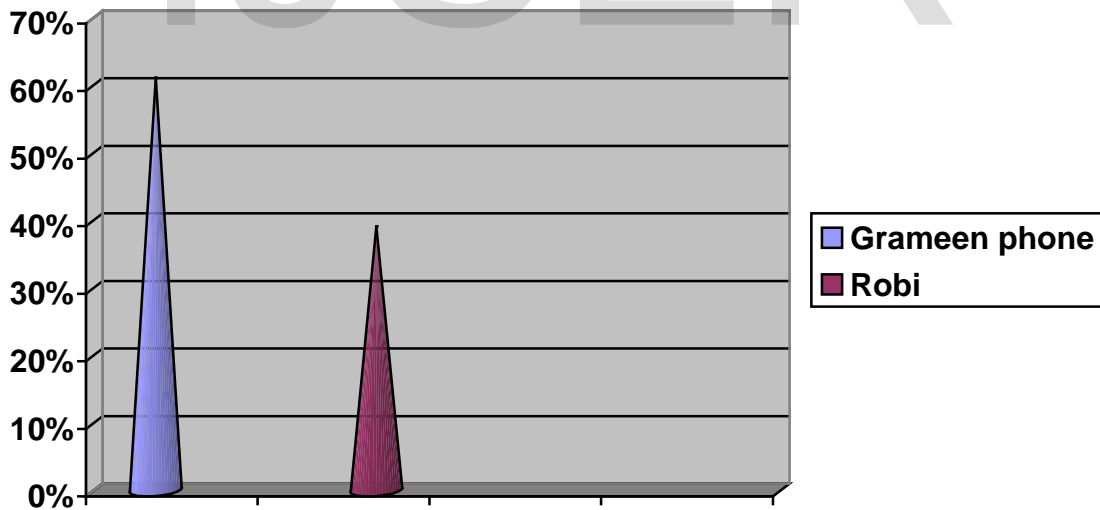
Among the 50 samples, 47% supported Grameen phone, 23% supported Robi and 30% said both

3. What do you think about which company designs their offers by considering customer expectation?



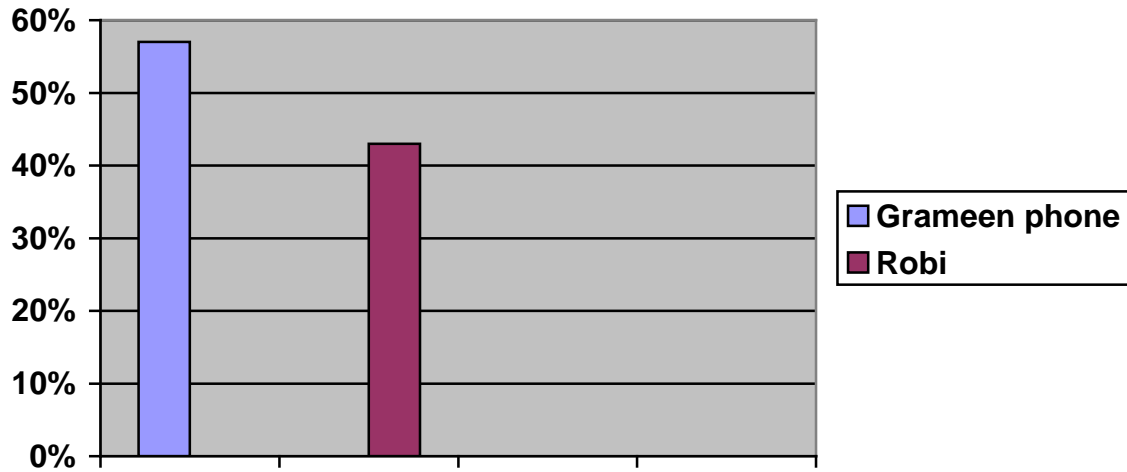
Among the 50 samples, 65% supported Grameen phone, 35% supported Robi

4. You can easily understand the offers of which company...



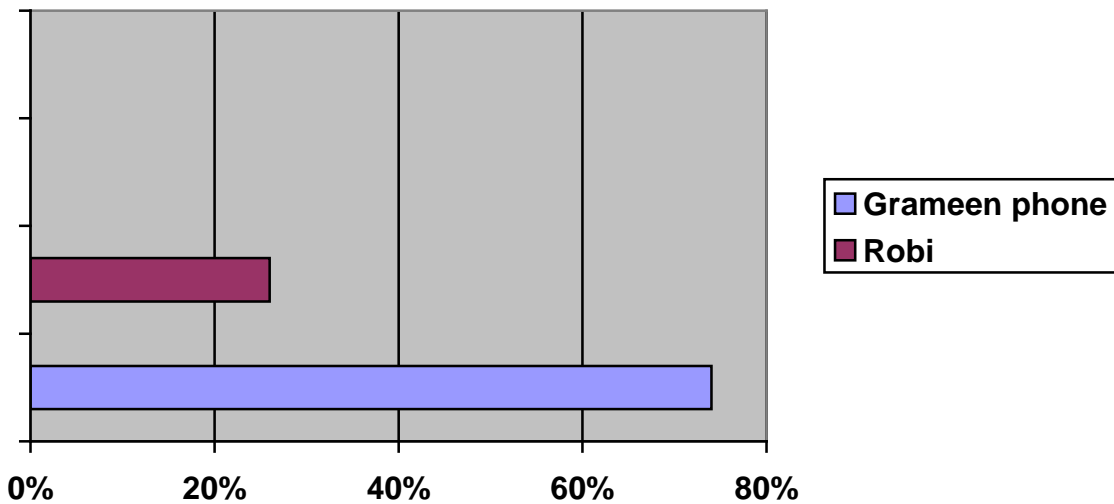
Among the 50 samples, 61% supported Grameen phone, 39% supported Robi

5. Which company maintains the standard of service comparing to each other—



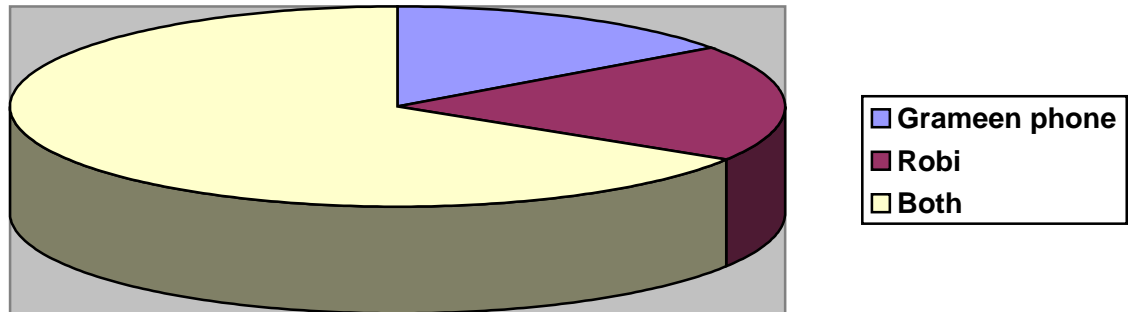
Among the 50 samples, 57% supported Grameen phone, 43% supported Robi

6. Which brand name do you prefer more?



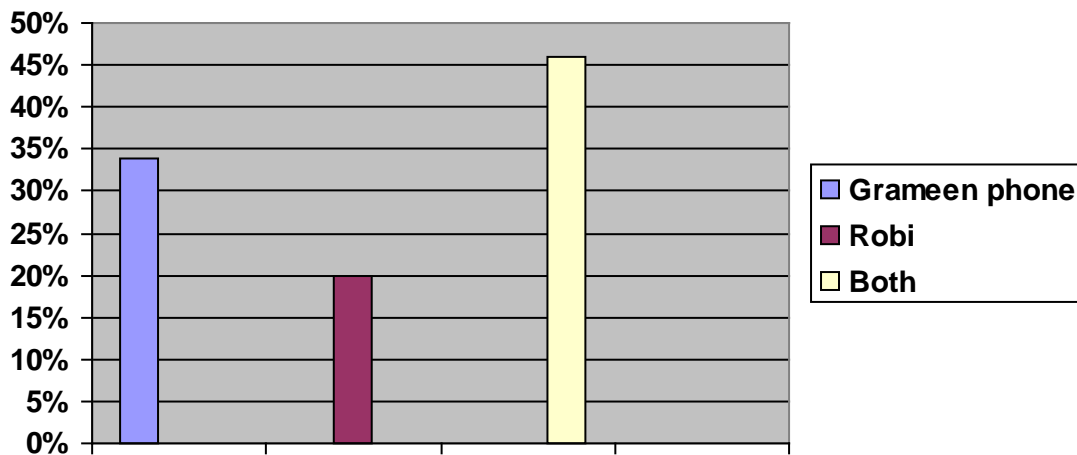
Among the 50 samples, 74% supported Grameen phone, 26% supported Robi

7. You always get the correct information from which customer service...



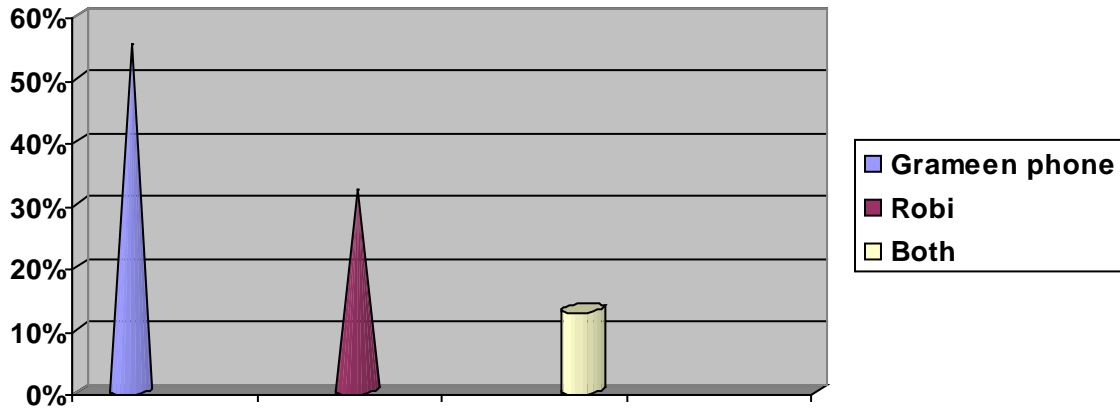
Among the 50 samples, 15% supported Grameen phone, 19% supported Robi and 66% said both

8. Which company has sufficient human resources for customer service as you think...?



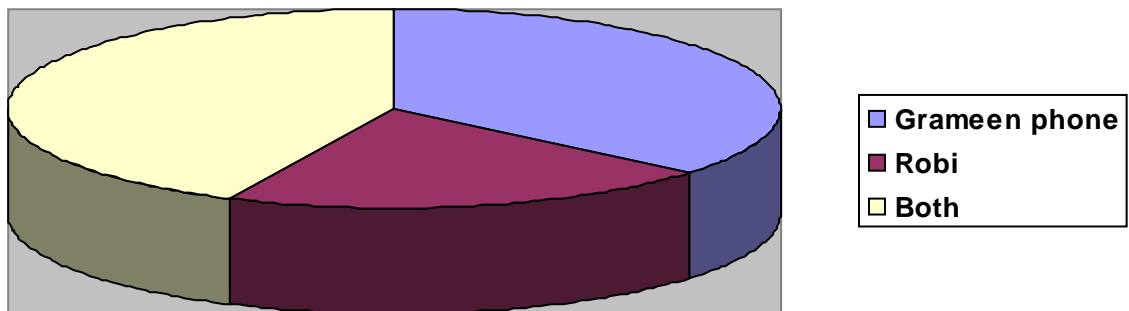
Among the 50 samples, 34% supported Grameen phone, 20% supported Robi, and 46% said both

9. Which one is able to diagnose and resolve your problems quickly and immediately as you expected?



Among the 50 samples, 55% supported Grameen phone, 32% supported Robi and 13% said both

10. Which company's manager/personnel are better behaved and efficient that impressed you?



Among the 50 samples, 36% supported Grameen phone, 21% supported Robi and 43% said both

Findings:

1. Maximum numbers of people are not satisfied on customer care on Robi.
2. Robi certainly change/convert their name,so most of customer not except this easily
3. Most of the respondent says Robi gives immediate feedback on their customer complains moderately.
4. Lack of take care about the customer expectation. (When offer/design new package)
5. Maximum user of Robi are not satisfied their offer.
6. Robi publishes their offer with clear meaning. So maximum user understand it easily.
7. As a new name Robi is able to hold quite good customer service.
8. About their superior quality customer service still some problems in order to compare with GP.
9. Users are more satisfied with Grameen Phone customer service compare to Robi customer service.
10. GP are more responsive about their customer complain and feedback than Robi.
11. Based on customer's expectation GP are more concern about their offers than Robi.
12. Considering both company, to reach consumer mind GP are more sincere about their offers and consumer are clearer about their offer compare to Robi.
13. From our analysis we find that both are trying to maintain standard of service but compare to each other Grameen Phone service are more standard and better in quality.
14. Both company try to give correct and accurate information
15. Customer thinks GP has more sufficient resources compare to Robi. But a big portion of respondents of our survey indicate both have enough human resources.
16. According to respondents think GP managerial peoples have good manner compare to Robi.

17. As a limited number of customer care service, customer not always receive desired service.
18. As a new telecommunication company has still some problems, but more focus on quality service to compete the market.

Recommendation:

1. GP and Robi customer care services have to improve their position.
2. Gp and Robi both should improve their technical side so that customer can get rid from their problem without calling.
3. They should not charge for customer service call. It should be toll free number.
4. Attempt has to taken to increase more market share.
5. Have to take care about the customer expectation. They can go for survey to know the expectation.
6. Customer care employee have to listen customer complain carefully & give feedback according to that.
7. Customer services have to more attentive and more careful about the customer's wants & expectations.
8. All of the employees have to be more trained, experienced, & must have clear idea about the offer.
9. Efficiency of solving problem has to increase.
10. Customer service employees have to increase their knowledge about the satisfied service delivery process and they have to well train.
11. Regional customer care must be open to avoid language problem as well as customer call will be transfer based on customer district. Many people of our country are uneducated. Most of the time they do not understand English & proper bangle, in that case regional customer care service could be helpful.
12. Some tactic should apply to avoid unexpected situation.
13. Good & attractive offer can decrease problem.
14. Both have to take care about their quality not quantity. Where Robi should give more emphasize
15. They need more improvement of the customer care service to enhance customer satisfaction.

CONCLUSION

It is a great opportunity to survey on big organization like Grameen phone and Robi. We learnt a lot of thing from this survey. Service is the key to success. The company's should try to give desire service to their customer. They should analyze the market and find out whether any gap exists or not. What will make their customer satisfy and delighted.

Customer service is the best way to communicate with the customer directly. So it is very important to make awareness into the consumer mind about the customer service through learning and memory as well as creative marketing strategy

If customers become satisfied, the gap between the customer and organization will be reduced. Moreover, to make the customer satisfied the company's should know about their customer's expectation.

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