

Business Research: Industry Analysis

Bangladesh Mobile Telecom Market

The Client

A major Asian telecom service provider with a presence in more than five countries across South East Asia. The company had a combined subscriber base of over 260 million customers.

The Background

The client was re-assessing its competitive positioning in the Bangladesh mobile telecom market where it was gaining ground on the market leaders. In this regard, the Strategy Team of the client wanted a comprehensive overview of the mobile telephony market in Bangladesh, with a special emphasis on the competitive landscape.

Alchemy Approach and Solution

Alchemy adopted a top-down approach starting with an analysis of industry KPIs such as mobile penetration rates, ARPU, mobile data usage and trends in regulatory landscape and infrastructure. This was followed by deep-dives on other telcos operating in the market, outlining their strengths and weaknesses. Finally a comparative analysis of price plans of all players was done to understand their focus areas, pricing strategy and market positioning to identify the sweet spot for the client.

Benefits

Our output delivered actionable insights to the client's Strategy Team regarding their competitors' positioning and pricing strategy. This, in turn enabled the client to identify the gaps and roll out their own pricing strategy accordingly

Illustrations

