

# Business planning and reassessment for a Bangladeshi mobile operator

## 1. Situation & Challenges

The client revamped and improved its competitive position in the Bangladesh mobile market. In addition, the management gave special emphasis to change its operational activities to support this new position. The market grew rapidly but was dominated by the market leader with an increasing market share gap.

## 2. Our Approach

We began with a customer usage and attributes analysis. In parallel, we analyzed comparative markets (India, Indonesia & Pakistan) for growth and competitive strategies. Next, we carried out an analysis of the client's network, channels, IT, billing systems, customer service and provided a detailed set of recommended operational improvements.

## 3. Results

Having implemented our recommendations, the client increased market share in the new product offers & improved operational performance. Further, the client saw a substantial increase in cost-savings & improved efficiencies.

The change in strategy was driven by top management and this resulted in quicker and more effective implementation .