

srgb
Experience In
TELECOM & ICT SECTOR

SRGB Experience in

BANGLADESH TELECOM & ICT SECTOR

SRGB has proven track record and expertise in business process outsourcing/off shoring, and development of IT/ITES sectors. SRGB has undertaken a number of research and studies on the IT/ITES sector of Bangladesh. SRGB also have a track record of advising governments in developing the IT/ITES sectors of Bangladesh. A short list of such studies presented below.

SI No.	Project Name	Client	Period of Study
1.	Designing & Development of Petroleum Database under the project Petroleum Refining & Marketing Study (Strengthening of the Hydrocarbon Unit in the Energy & Mineral Resources Division (Phase II)	Hydrocarbon Unit, Energy & Mineral Resources Division, GoB [An Asian Development Bank funded Project]	March 2010 to September 2013
2.	Opportunities in Bangladesh Telecom Market	Multinet Group Russia	September 2011 to April 2012
3.	5W Segmentation Study, Bangladesh (ICT Sector)	Multinet Group Russia	June 2011 to September 2011
4.	Partner Satisfaction & Loyalty Study, TPE 2010	Hewlett Packard (HP) through Acorn, Singapore	June 2010 to October 2010
5.	Development of Cost Model for calculating Mobile Termination Rates	A leading Telecom Operator of Bangladesh through Ovum Consulting, UK	February 2009 to October 2009
6.	Partner Satisfaction & Loyalty Study, TPE 2009	Hewlett Packard (HP) through Acorn, Singapore	July 2009 to September 2009
7.	Mystery Shopping on Cisco Certified Examination Centre Performance	Pearson VUE/AQ Services International, Singapore	January 2009 to December 2009
8.	Partner Satisfaction & Loyalty Study Wave 5, 2008	Hewlett Packard (HP) through Acorn, Singapore	August 2008 to December 2008
9.	Mystery Shopping on Mobile Hand Sets Distributors/Sales Centre Performance	Sony Ericsson/AQ Services International Singapore	March 2008 to December 2008
10.	HP Channel Operations Quantitative Survey (Tip Top III – CO TPE), Bangladesh	Hewlett Packard (HP) through Acorn, Hong Kong	July 2008 to September 2008
11.	HP Quantitative Partner Satisfaction Survey (Pacemaker IV – SPO TPE)	Hewlett Packard (HP) through Acorn, Hong Kong	July 2008 to September 2008
12.	Study to understanding Consumer Trends and Marketing Practices for Rural and Low Income Consumers	CKS Consulting Pvt Ltd India	April 2008 to July 2008

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13.	Consumer Research on Entry Level Mobile Phones	Nokia through TNS, Singapore	October 2007 to December 2007
14.	Bangladesh Telecommunication Market Research	S K Networks Korea	July 2007 to December 2007
15.	HP AP Channel Operations Survey	Hewlett Packard (HP) through Acorn, Singapore	August 2007 to October 2007
16.	Partner Satisfaction & Loyalty Study Wave 4, 2007	Hewlett Packard (HP) through Acorn, Singapore	August 2007 to October 2007
17.	Bangladesh SMLB (Small, Medium & Large Business) & Top IT Channel Partners Retainership Survey	Access Markets International (AMI) Partners, Inc, USA	April 2007 to September 2007
18.	2007 TPE (Total Partner Experience) Survey	Hewlett Packard (HP) through Acorn, Singapore	March 2007 to April 2007
19.	Market Sizing Study	Cisco through Springboard Research, Singapore	September 2006 to November 2006
20.	Multi Country Tracking Study on Software Developers	Microsoft, Inc. through Cross-Tab Marketing Services, India	September 2006 to November 2006
21.	Partner Satisfaction & Loyalty study (quantitative), Wave 3	Hewlett Packard (HP) through Acorn, Singapore	September 2006 to November 2006
22.	Study on Mobile Phone Market in Bangladesh	Telenor through Synovate MMI Norway	June 2006 to December 2006
23.	PC Channels Market Study (Continuous Market Tracking Study)	Springboard Research Singapore	January 2006 to December 2006
24.	Bangladesh Mobile Phone U&A Study	Nokia through Synovate China, Hong Kong	April 2006 to June 2006
25.	PC Channels Market Study (Continuous Market Tracking Study)	Springboard Research Singapore	September 2005 to December 2005
26.	Partner Satisfaction & Loyalty Study Wave 2, 2005	Hewlett Packard (HP) through Acorn, Singapore	August 2005 to October 2005
27.	Total Partner Experience [TPE] Survey (Quantitative Study)	Hewlett-Packard Asia Pacific Pte Ltd, Singapore	July 2005 to August 2005
28.	Partner Satisfaction & Loyalty study (quantitative), Wave 1	Hewlett Packard (HP) through Acorn, Singapore	September 2005 to November 2004

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29.	Customer Satisfaction Survey (Telecom Equipment)	ECI Telecom Inc. USA	April 2002 to June 2002
30.	Bangladesh Prospects and Competitiveness for IT-Enables Services (ITES)	USAID in association of Carana Corporation, USA	February 2002 to April 2002
31.	Global Singer Brand Perception [Qualitative Study]	BAIGlobal Inc (A Market Facts Company) USA	November 2001 to December 2001
32.	Development of Business Plan for a Telecom Satellite Company	DACOM Corporation Seoul, Korea	July 2001 to September 2001
33.	Customer Satisfaction Survey (Digital Circuit Multiplication Equipment)	ECI Telecom Ltd Florida, USA	March 1999 to April 1999
34.	Consultancy to Develop International Telecommunication Circuit and Traffic Enhancement	Korea Telecom Seoul, Korea	October 1998 to July 1999
35.	Canadian Opportunities in Bangladesh Telecommunication & IT Sector	Canadian High Commission Dhaka	January 1998 to March 1998
	Market Study and Development of Marketing Plan for Telecommunication Equipment	ECI Telecom Ltd USA	July 1994 to October 1994
36.	Customer Satisfaction Survey (Digital Circuit Multiplication Equipment)	ECI Telecom Ltd Florida, USA	June 1992 to August 1992