

Analysis of marketing strategies of Mobilink vs. Ufone.

By

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## **ACKNOWLEDGEMENTS**

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## **EXECUTIVE SUMMARY**

Cellular industry in Pakistan is not a new addition to communicator aspect of business market. Paktel is a pioneer firm of the industry. At present there are four cellular operators in the country namely Paktel, Instaphone, Mobilink and Ufone and thus regarded as an oligopolistic competition.

Cellular operators rely on network established by PTCL. Cellular industry is playing a vital role in economic and social development of the country by providing speediest communication services in the country on line with the global changes in the field of telecommunication.

Ufone was established in 1998, while Mobilink started its function in 1994. Both are providing cellular services in the four provinces of the country along with Grand Trunk Road. According to PTA report, Mobilink has the highest market share of 46 per cent followed by Instaphone 26 per cent, Paktel 17 per cent and Ufone 11 per cent.

Considering these features we can conclude that Mobilink is the market leader in the cellular services while Instaphone can be regarded as market follower.

# **CHAPTER 1: INTRODUCTION**

There was a time when cell phone was considered as a luxurious item, but now it is becoming an integral part of every one's life as it keeps a constant contact with others. When cellular industry started, it was considered to be affordable by high class only, but with the advancement of technology and entrance of new cellular firms it has now become a cheap affordable means of communication. In early 1990's mobile service was started by a joint venture of Millicom of Sweden and Pakcom of Pakistan. A UK based cable and wireless company, Paktel, started its services in 1992. Mobilink (a joint venture of Motorola and SAF Communication) entered the race in mid 90's introducing a revolutionary GSM technology. During this period these companies targeted different segments of the market. Then on January 29, 2001 Ufone entered the competition with its low-end products using the state of the art GSM 900-network infrastructure.

## **1.1 Significance of the Project Study:**

During the last decade, unbelievable technological progress has been made in the area of science and technology. Especially most of the progress has been made in the field of communications. Now it is much easier and cheaper to communicate with any person any where in the world. Cellular phones are definitely an important part of this communication revolution.

Initially, companies like Paktel, Instaphone and Mobilink managed to establish a strong hold over the market but they could not sustain for a longer period of time due to over pricing and lack of care for the customers.

Ufone launch has stiffened up the competition in the cellular market. Now all companies are emphasizing more on the consumer friendly packages and better customer services. This study mainly focuses on Mobilink and Ufone marketing strategies with relevance to the overall cellular market of Pakistan.

## **1.2 Methodology:**

The objective of the study is to analyze the marketing strategies of Ufone and comparing it with that of Mobilink. For study and collection of data, interview method was adopted. Company newsletters, brochures and newspapers served as a primary source of data.

The other information sources pertaining to their marketing strategies include:

- Literature review from various books.
- Conducting interviews with the officials at Mobilink and Ufone's head office.
- Surfing web sites of Ufone, Mobilink, Paktel and Instaphone.
- Consumer survey was conducted with the customers of the mobile phones.

## **1.3 Limitation:**

The limitations of this project was unwillingness of companies to disclose their marketing strategy and providing latest records of there sales.

## **CHAPTER2:**

### **PAKISTAN TELECOMMUNICATION INDUSTRY**

The telecommunication services sector in Pakistan has grown very rapidly in the past five years and offers significant potential for future growth. The private sector is now actively involved in the expansion and development of telecommunication services. It is now providing cellular telephone, paging, card-operated telephone, and Internet services.

The government of Pakistan accords the telecommunication industry a very high priority. It plans to expand the telephone network, increase the number of public call offices, raise the level of digitalization, and provide its customers with new and improved services in the next 2-3 years.

The government welcomes foreign private investment in this sector; especially joint ventures that bring in new technology and help improve the level of efficiency and expertise of the local partner. Competition in the next several years will remain strong, particularly with the European telecommunication Siemens and Alcatel, which are now fully integrated with the PTCL network, because most of the software protocols in Pakistan have established firms. However, sales to, and joint ventures with the private sector will continue to offer promising opportunities for a variety of telecommunication services, especially in the value-added segment.

#### **2.1 PRODUCT/USES:**

Following are the major telecommunication product \services being offered in Pakistan:

### **2.1.1 PAKISTAN TELECOMMUNICATION COMPANY LIMITED (PTCL):**

PTCL is the dominant telecommunication carrier in the country with a monopoly on fixed lines, domestic and international services. It owns a PDH based fiber optic backbone transmission network in the country. PTCL has been given a 25-year (renewable) license by the PTA for providing basic telephone services. The company enjoys a tax holiday till 30th June 1999 and monopoly on service until the year 2003.

PTCL has a fairly extensive network in the major urban areas. It has a total installed capacity of 4.2 million lines; 3.4 million of which are operational. Approximately 97 percent of PTCL network is digital.

A large number of switching equipment/exchanges installed at PTCL is made by Siemens Germany in collaboration with Telephone Industries of Pakistan at a factory jointly owned by Siemens and PTCL. It also uses Alcatel and Ericsson exchanges at international gateways.

PTCL has three operational gateway exchanges; one at Karachi and two at Islamabad. The international gateway exchanges have "C-7" signaling and capacity of 8,000 international circuits, about half of, which are operational.

### **2.1.2 THE NATIONAL TELECOMMUNICATION CORPORATION**

NTC is another telecommunication network operator established by the Government of Pakistan. It has inherited 5 percent of the assets and infrastructure of the PTCL, including a nation-wide microwave trunk backbone. NTC has the mandate to provide domestic telecommunication services to the armed forces, defense projects, federal

government, provincial governments and other government agencies and institutions. However, it is not allowed to sell its capacity on the telecommunication system to any entity other than government agencies or the PTCL. For international calls, NTC users have to use PTCL facilities. NTC is also licensed by PTA.



## **CHAPTER 3: CELLULAR MOBILE INDUSTRY**

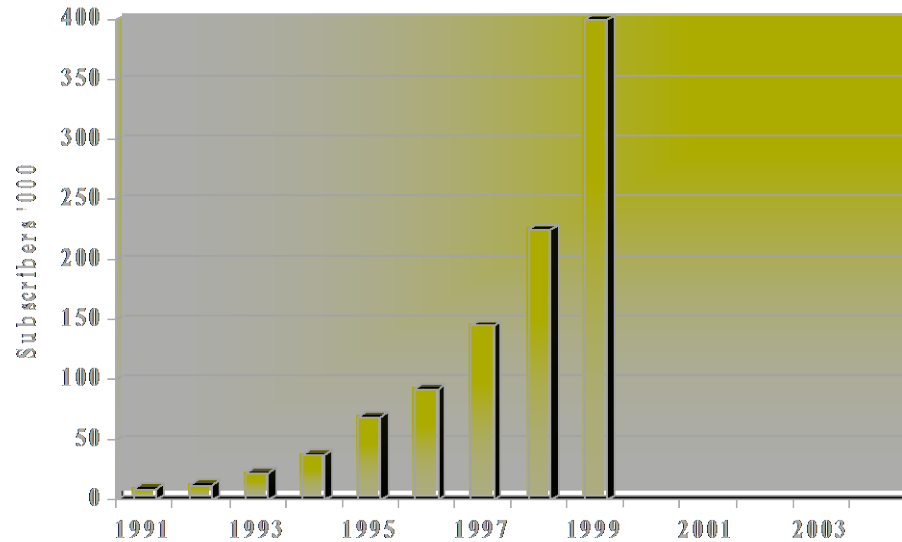
In year 1990 Paktel and Instaphone launched services in Pakistan. At that time the cost for keeping a cellular phone was quite high and it was known as “Rich Man’s Toy”. As few people could afford it so the companies provide their services in selected cities only. Due to high level of Bad Debts Companies in effort to regain control introduced Security Deposits against the packages during year 1991-1993.

In year 1994 Mobilink GSM was launched on the block. During year 1995. The Government affects the business of cellular companies a lot as to political usability and security purpose they have to shutdown the business in Karachi. To regain the situation in hands companies started to cut prices of their packages. Instaphone went for north after Paktel. Mobilink started to penetrate the corporate sector. 1997 was the year when there were big problems for Mobilink and Instaphone as the Mobilink’s technical partner “Motorola” gets rid of Mobilink and Paktel and went for sale.

Mobilink launches pre paid package “Jazz” in 1998 which got huge popularity among customers because of the extra convenience. Same year PTML was granted with the License and Paktel was still up for sale. Year 1999 was the best time for the cellular industry as the prices came down a lot and there was a tremendous growth in the market. And there was an Anxious wait for PTML to launch it services.

Cellular Market Activated once again in year 2000 as “Jazz” was re-launched. Paktel was finally bought and at the user end CPP (calling party pays) was introduced.

## The Way it expanded



### 3.1 Paktel

Paktel is the pioneer cellular phone operator in Pakistan. Paktel started its operations in April 1990. It was launched by Hasan Associates (Private) Limited Karachi in association with Cable & Wireless of United Kingdom. Cable & Wireless is one of the biggest cellular companies in the world with operations in more than 55 countries. Paktel operate on AMPS or analogue system, which have Radio Base Station (RBS) and Mobile Switching Center (MSC).

The Head Office of Paktel is situated in Islamabad. The company is operating in three regions namely North, Central and South, and is offering its services in 21 cities across Pakistan.

Although Paktel brought a revolution in the field of telecommunications by launching the first cellular service in Pakistan but subsequently they failed to maintain the lead as they

did not introduce any new innovations in their products and services. They didn't launch prepaid cards till the year 2000, while Mobilink and Instaphone are offering prepaid cards since 1997-98. So Paktel though managed to gain an early advantage but they failed to capitalize on it.

At the moment Paktel is concentrating more on middle and lower middle class where there is still tremendous potential for growth. For last few months the company has also concentrated on improving its value added services that were very limited some time back.

### **3.1.1 Value Added Services**

Paktel has improved a lot in last few months in terms of value added services offered. Now it is offering a variety of value added services like; Voice Mail, Call Forwarding, Conference Calling, Call Waiting, Call Barring and Caller Line Identification.

### **3.1.2 Paktel Strength**

- Brand name
- First to enter the industry
- Customer loyalty
- Nationwide coverage

### **3.1.3 Paktel Weaknesses**

- Confusion in taking decisions
- No Prepaid Cards till year 2002.
- Billing system is weak
- CS procedures

- Morale of the staff is low due to no job security.

## **3.2 Instaphone**

Instaphone (Pakcom Ltd) is a subsidiary of Millicom International Cellular (MIC) S.A., based in Luxembourg. MIC S.A. Instaphone was the second cellular phone operator to start its operations in Pakistan. Instaphone presently has a subscriber base of 65,000/- nationwide.

Instaphone right now is offering its services in more than 161 cities nationwide making it the only cellular phone company operating in all provinces of Pakistan. Also, Instaphone is the only company providing uninterrupted service throughout Lahore to Peshawar on G.T. Road.

Instaphone has been in Pakistan's market for over ten years and enjoys a good brand image among mobile phone users. In spite of heavy competition among cellular phone companies in this region, Instaphone is renowned for developing strategic customer service facilities. Instaphone was also the first to launch prepaid services, which was later followed by its competitors Paktel, Mobilink and Ufone.

As a part of on-going investments in Interphone's cellular infrastructure, their transaction from AMPS to TDMA technology ensures customers access to real digital benefits, including a congestion free environment, instant connectivity, optimum sound clarity, call privacy, enhanced battery life, and a plethora of digital value added services.

### **3.2.1 Value Added Services**

To further facilitate the customers, Instaphone offers a wide variety of Value-Added Services like CLI (caller line identification), Call Waiting, Conference Calling, Call

Forwarding, billing information through e-mail, customer services through e-mail and Payment of monthly bill by checks through TCS Drop Boxes.

### **3.2.2 Instaphone Strengths**

- Very strong in the lower end
- Very Strong Retail Network all over the country
- Perceived stronger coverage than Mobilink
- Quick decision-making
- High morale of the staff
- Strong and consistent brand image
- Knows where it's going

### **3.2.3 Instaphone Weaknesses**

- Investment Shy
- Network deployment Speed
- Poor market image
- AMPS
- International Roaming
- VAS
- Low corporate market penetration

## **3.3 Mobilink**

Mobilink GSM is providing state-of-the-art communications solutions to more than 350,000 people in Pakistan. They are the first cellular service provider in Pakistan to operate on a 100% digital GSM technology.

In addition to providing advanced voice communication services, they also offer cost efficient data services to their customers. Keeping in mind the customers' convenience, they also deal in mobile handsets, sold either independently or bundled in All-in-One Packs.

Mobilink GSM has the most efficient distribution channels that facilitate the sales of their products and services in more than 30 cities and towns across the country. These include:

- An in-house Sales Team
- Mobilink GSM Centers (Pakistan's first franchised network in telecom.)
- Connect Point-Of-Sales Express Shops (POS)

### **3.3.1 Value Added Services**

These services include Short Message Service (SMS), Mobilink GSM-The News Info services, Mobilink GSM G-Mail, Mobilink GSM Fax & Data Services, International Roaming, Secure Communication and Innovative tariff structures.

With increasing usage of the Internet and the convergence between data and cellular technologies, Mobilink's focus is on the integration of Internet with its cellular offering.

With this objective in mind, they plan to invest heavily in Value Added Services, which will result in increasing the efficiency and effectiveness of cellular communications for their customers.

These include:

- High Memory Capacity SIM' s
- Mobile commerce & Mobile Banking with a number of Banks
- Personalized services like Wake-up and Reminder calls.
- Bill presentment on the web site.

- On-line bill payment facility for customers.
- Wireless Application Protocol (WAP) services for customers to access Internet
- Applications on WAP enabled Mobilink handsets

### **3.3.2 Mobilink Strengths**

- Prepaid Card
- GSM perception
- Up-market Image
- Strong corporate presence
- IR (international roaming in more than 50 countries)
- Billing
- High Advertising Budget

### **3.3.3 Mobilink weaknesses**

- Perception of weak coverage
- Pricing perception
- Inconsistent Policies
- Customer dissent
- Staff/customer mismatch
- Reaction time to queries and customer cases

## **3.4 Thuraya**

Thuraya has recently been launched in Pakistan. It is a satellite mobile phone with integrated GSM (General Service Mobile) and GPS (Global Positioning System) features.

While a user is in the coverage area, he or she can use the Thuraya phone to call anywhere or receive a call from anywhere in the world. A Thuraya phone can also be used on GSM mode in areas with compatible GSM networks and with whom Thuraya has signed a roaming agreement, regardless of the user's location.

### **3.4.1 Value Added Services**

Thuraya comes packed with services such as Short Messaging Services (SMS), fax/data transfer up to 9600 bps, Voicemail, and Call Waiting and Forwarding. Global Positioning System (GPS), or location determination, also comes as a standard feature. In addition a user can also make use of services such as Caller Line Identity Presentation (CLIP), Call Hold, Call Barring, Call Transfer, and Conference Calling. With a Thuraya phone and Thuraya SIM, one can make calls via satellite from anywhere within the coverage area. Users also have the option of roaming from Thuraya into a local GSM operator given that Thuraya has established a roaming agreement with the local GSM operator.

With a Thuraya phone and GSM SIM, the users will be automatically accessing the local GSM operator's network. Hence, their calls will be billed on their normal GSM bill. It is also impossible to access Thuraya services through a GSM phone because Thuraya phones have special equipment that makes communication with the satellite possible.



## **CHAPTER 4: LITERATURE REVIEW**

“Marketing is not an event, but a process, it has a beginning, middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.”

(Jay Conrad Levinson)

### **4.1: Marketing**

We are living in an age where the only certainty is change. Fluctuating customer requirements and competitive forces are putting more pressure on marketing personnel and are demanding superior marketing strategy and tactical execution. The cycle time from product creation to product launch, for a winning go-to-market strategy, leaves no margin for error. Marketing is a set of business activities designed to plan, price, promote and distribute “want” satisfying products to target markets to achieve organizational objectives.

Another definition, which describes marketing, is that, it is the process of planning and executing the conception, pricing, promotion and distribution of the goods and services.

Organizations and events to create exchanges that satisfy individual and organizational objectives. Marketing can also be defined as the process of satisfying human needs and wants.

#### **4.1.1: Marketing mix**

Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of every

thing the firm can do to influence the demand for its products. The many possibilities can be collected into four groups of variables known as the “four P’s”: product, price, place and promotion.

#### **4.1.1.1: Product**

Product means the goods/ services the company offers to the target market. The company should try to identify ways of improving or differentiate their products, or create synergy with existing products, or identify a need for new niche products.

#### **4.1.1.2: Price**

Pricing is the challenging art of covering the cost, making a profit, and still being competitive. There are a number of issues to take into account when trying to determine a price for a product, the most important being the competition, and the ability and willingness of the consumers to buy this exact product. A producer or seller may initially ask a lower price for a new product, when trying to penetrate or gain better standing in a market.

#### **4.1.1.3: Place**

Place includes company activities that make the product available to target consumers. To compete better in the local markets, or to expand to another regions or cities of the national market.

#### **4.1.1.4: Promotion**

The number one rule to promotion is that it has to be consistent with and appropriate to the targeted consumer group. Advertising through television, radio, newspapers, or on large billboards advertising are effective visual ways of promoting products or services.

An effective marketing program blends all of the marketing mix elements into a coordinated program designed to achieve the company's marketing objectives by delivering value to customers. The marketing mix constitutes the company's tactical tool kit for establishing strong positioning a target markets.

#### **4.1.2: Value Discipline Strategies**

Value discipline strategies recognize that management must align every aspect of the company with the chosen value discipline—from its culture, to its organization structure, to its operating and management system and processes.

Companies can pursue any of the three strategies—called value disciplines—for superior customer value. These are:

- Operational Excellence
- Customer Intimacy
- Product Leadership

##### **4.1.2.1: Operational Excellence**

The company provides superior value by leading its industry in price and convenience. It works to reduce costs and to create a lean and efficient value delivery system. It serves customers who want reliable, good- quality products or services, but who want them cheaply and easily.

##### **4.1.2.2: Customer Intimacy**

The company provides superior value by precisely segmenting its markets and then tailoring its products/ services to match exactly the needs of targeted customers. It specializes in satisfying unique customer needs through a close relationship with and intimate knowledge of the customer. It builds detailed customer databases for

segmenting and targeting, and empowers its marketing people to respond quickly to customer needs. It serves customers who are willing to pay a premium to get precisely what they want, and it will do almost anything to build long-term customer loyalty and to capture customer lifetime value.

#### **4.1.2.3: Product Leadership**

The company provides superior value by offering a continual stream of leading edge products or services that make their own and competing products obsolete. It is open to new ideas, relentlessly pursues new solutions and works to reduce cycle times so that it can get new products to market quickly. It serves customers who want state of the art products and services, regardless of costs in terms of price or inconvenience.

Some companies pursue more than one value discipline at the same time. By trying to be *good at all* of the value disciplines, a company usually ends up being *best at none*.

#### **4.1.3: Marketing Strategies**

Marketing Strategy is the set of guidelines and policies used for effectively matching marketing programs with target market opportunities in order to achieve ventures' objectives.

Marketing Strategies are all about doing best what matters most to the customer and getting what the marketer wants through long term customer satisfaction. Strategies encompass finding new and better ways of looking at important things (the customer) to get some leverage for changing the way things are done. (Within the company).

##### **4.1.3.1: Market Positioning Strategies**

There are four marketing positioning strategies and a company can be placed in any of

These four strategies are:

- Market Leader
- Market Follower
- Market Challenger
- Market Niche

#### **4.1.3.1.1: Market Leader Strategies**

Market leaders have the largest market share in the relevant product market. It usually leads the other firm in price changes, new introductions, distributions coverage and promotional intensity. The leader may or may not be admired or respected, but other firms acknowledge its dominance. The leader is an orientation point for competitors, a company to either challenge, imitate or avoid. Unless a dominant firm enjoys a legal monopoly, its life is not altogether easy. It must maintain constant vigilance because other firms keep challenging its strengths or trying to take advantage of its weaknesses. The market leader can easily miss a turn in the road and plunge into second or third place. A product innovation may come along and hurt the leader. The leader might spend conservatively, expecting hard times, while a challenger spends liberally. Dominant firms want to remain number one. This calls for action on three fronts. First, the firm must find ways to expand total market demand. Second, the firm must defend its current market share through good defensive and offensive actions. Third, the firm can try to increase its market share further, even if market size remains constant.

#### **4.1.3.1.1.1: Expanding the Total Market**

The dominant firm normally gains the most when the total market expands. In general, the market leader should look for new user, new use, and more usage of its products.

- **New Users:**

Every product class has the potential of attracting buyers who are unaware of the product or who are resisting it because of its price or lack of certain features.

- **New Uses:**

Markets can be expanded through discovering and promoting new uses for the product. The company task is to monitor customers' uses of the product. This applies to industrial products as well as consumer products.

- **More Usage:**

Market expansion strategy is to convince people to use more products per use occasion.

#### **4.1.3.1.1.2: Defending Market Share**

While trying to expand total market size, the dominant firm must continuously defend its current business against rival attacks .The leader is like a large elephant being attacked by a swarm of bees. The market leader must guard all fronts and not leave any major flanks exposed. It must keep its costs down and its prices must be constant with the value the customer sees in the brand.

The market leader must consider carefully which terrains are important to defend even at a loss and which can be given up with little risk .the aim of defensive strategy is to reduce the divert attacks to less threatening areas, and lessen the intensity of attack.

#### **4.1.3.1.1.3: Expanding Market Share**

Market leaders can improve their profitability by increasing their market share. Companies should never think that gaining increased market share in their served market will automatically improve their profitability. Much depends on their strategy for gaining increased market share. Because the cost of buying higher market share may far exceed its revenue value.

#### **4.1.3.1.2: Market Follower Strategies**

Many runner-up / follower companies prefer to follow rather than challenge the market leader. Runner-up's lure is lower prices, improved service, or additional product features, the leader can quickly match these to diffuse the attack, the firm must think carefully before attacking. Unless the runner-up can launch a preemptive strike, in the form of a substantial product innovator or distribution breakthrough, it will often prefer to follow rather than attack the leader.

The opportunities for product differentiation and image differentiation are low, service quality is often comparable, and the price sensitivity runs high. Price can erupt at any time. A market follower must know how to hold current customers and win a fair share of new customers. Each follower tries to bring distinctive advantage to its target market location, services, financing. And, because the follower is often a major target of attack by challengers, it must keep its manufacturing costs low and its product quality and services high. It must also enter new markets as they open up.

Follower ship is usually not the same as being passive or a carbon copy of the leader. The follower has to define a growth path, but one that does not invite competitive retaliation.

Four broad follower ship strategies can be distinguished.

#### **4.1.3.1.2.1: Counterfeiter**

The counterfeiter duplicates the leader's product and package and sells it on the black market or through disreputable dealers.

#### **4.1.3.1.2.2: Cloner**

The Cloner emulates the leader's products, distribution, advertising and so on. The Cloner's product and packaging may resemble the leaders, while the brand name might be slightly different.

#### **4.1.3.1.2.3: Imitator**

The imitator copies some thing from the leader but maintains differentiation in terms of packaging, advertising, pricing, and so on. The leader doesn't mind the imitator as long as the imitator doesn't attack the leader aggressively.

#### **4.1.3.1.2.4: Adaptor**

The adaptor takes the leader's product and adapts or improves them. The adapter may choose to sell to different markets to avoid direct confrontation with the leader.

#### **4.1.3.1.3: Market Challenger**

Market challenger has a relatively smaller share of the market and adopts an aggressive position by attacking the market leaders and others in the industry in order to strengthen his position. There are many cases of market challengers that gained ground or even took over the leader. A market challenger firm must first define its strategic objectives that aim to increase the market share.



- It can attack the market leader
- It can attack the firms of its own size.
- It can attack the small local and regional firms.

A market challenger firm can adopt general attack strategy in which the attacker matches its opponent's products, advertising, price and distribution. Cutting price of the opponent can work if the market leader does not retaliate and if the competitors convince the market that its product is equal to that of the market leader's.

#### **4.1.3.1.4: Market Niche Strategies**

An alternative to being a follower in a large market is to be a leader in a small market, or niche. Smaller firms normally avoid competing with larger firms by targeting small markets of little or no interest to the larger firms.

Niching is very profitable because the market Nicher ends up by knowing the target customers so well that it meets the needs better than other firms that are selling to this niche casually. As a result, the Nicher can charge a substantial markup over costs because of the perceived added value. The Nicher achieves high margin, while the mass marketer achieves high volume.

#### **4.1.4: Competitive Strategies**

##### **4.1.4.1 Overall Cost Leadership**

Firms that offer standard or economy products usually achieve the lowest delivered cost position not simply the lowest factory cost. The dedicated pursuit of the lowest delivered cost position will be rewarded by superior profits so long as the prices are average for the market.

Striving for overall cost leadership can also be risky strategy, especially when there are several firms with the same scale and intentions and each realizes that every point of market share is crucial to maintaining capacity utilization. The risk further increases if cost leadership is achieved with single purpose, inflexible facilities and systems that resist adaptations to changing requirements.

#### **4.1.4.1.1: Improving the Cost Activities**

- Restructuring to reduce overheads
- Low cost sourcing of labor, services or materials.
- Reduced labor intensity from automation, changes in product mix and range, level of performance and service.
- Low cost product design for ease of assembly.
- Developing low cost processes.

Changes in marketing practices including channels used and level of advertising spending.

#### **4.1.4.2: Differentiation**

It is the act of designing a set of meaningful differences to distinguish the company's offering from competitor's offering. There are four types of industries based on number of available competitive advantages.

##### **4.1.4.2.1: Volume Industry**

It is the one in which companies can gain only a few but large competitive advantages.

#### **4.1.4.2.2: Stalemated Industry**

It is the one in which there are few potential competitive advantages and each is small.

#### **4.1.4.2.3: Fragmented Industry**

Is the one in which company faces many opportunities for differentiation but each opportunity for competitive advantage is small.

#### **4.1.4.2.4: Specialized Industry**

Is the one in which companies face many differentiation opportunities and each differentiation can have a payoff.

#### **4.1.4.3: Focus**

Focused competitors dominate their target segment by fending off broad-coverage competitors who have to compromise to serve the segment and out performing any rivals with the same focus. They do this with the strategy ingredients reflecting an appropriate balance of emphasis on cost and superior customer value and a positioning theme that favorably distinguishes them in the minds of their target customers.

##### **4.1.4.3.1: Patterns of Focused Market Coverage**

There are three types of focus on product market.

##### **➤ Niche Specialist**

They have a unique method of direct distribution sales to the work location.

##### **➤ Product Segmentation**

Only one product is sold to all market segments.

➤ **Market Specialization**

Market specialization is as practiced by manufacturers of integrated production systems that meet all the equipment needs of semiconductor companies.

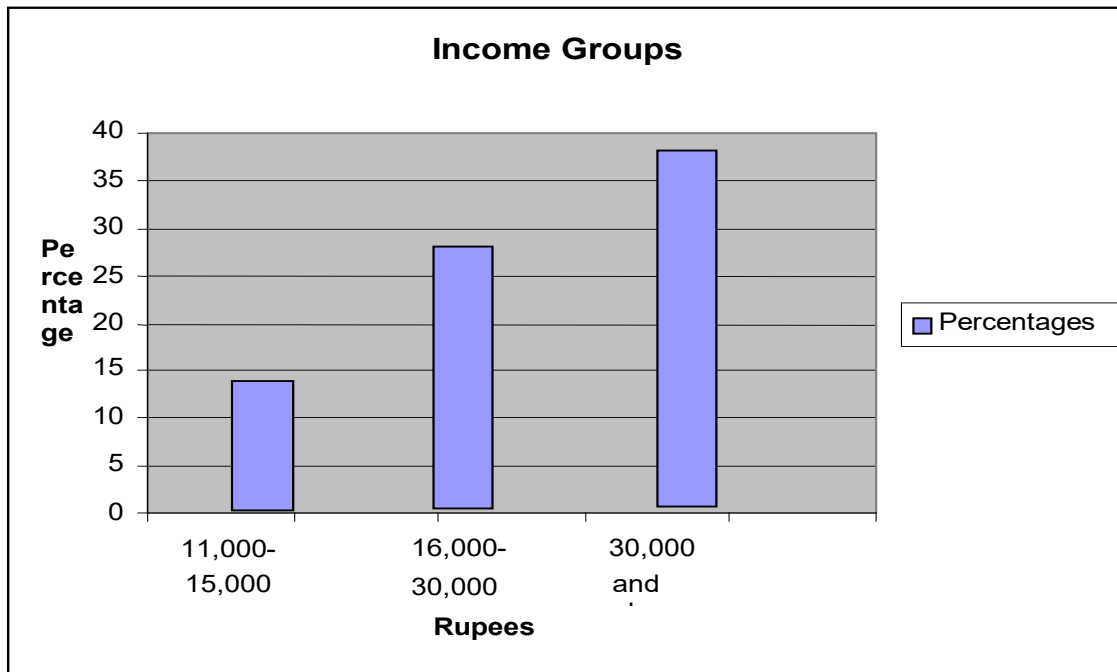
## CHAPTER 5:

## CONSUMER SURVEY

A random sample was taken in the consumer survey. A questionnaire was compiled for Mobile phone users of both (Mobilink and Ufone). The statistical analysis and results were as follows:

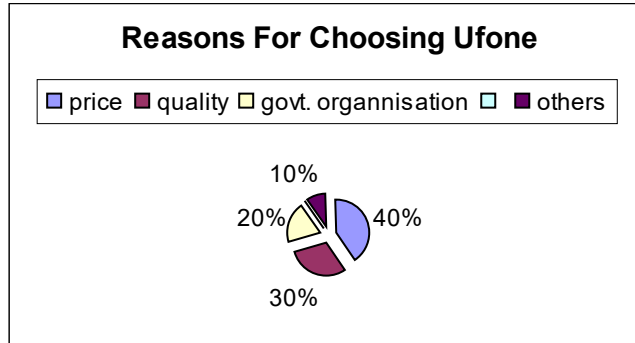
### *Income Groups*

Income Groups (RS.)	Percentages
11,000-15,000	13.60
16,000-30,000	27.70
30,000 and above	37.50



## **5.1 UFONE USERS**

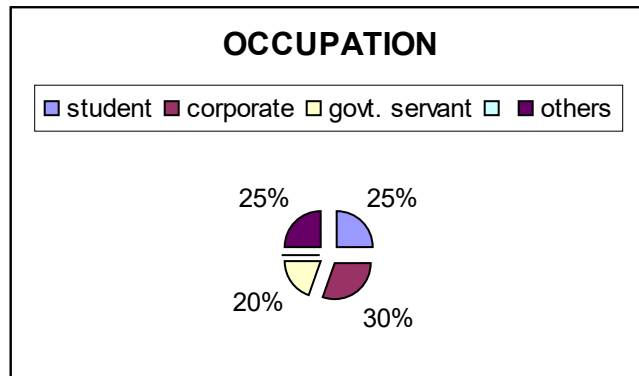
*Q#1. What was the main reason for choosing UFONE?*



The above graph shows the reasons for choosing Ufone. The answers that I received are:

<b>Reasons</b>	<b>Percentage</b>
Price	40%
Quality	30%
Government organization	20 %
Others	10 %

**Q # 2. your occupation?**

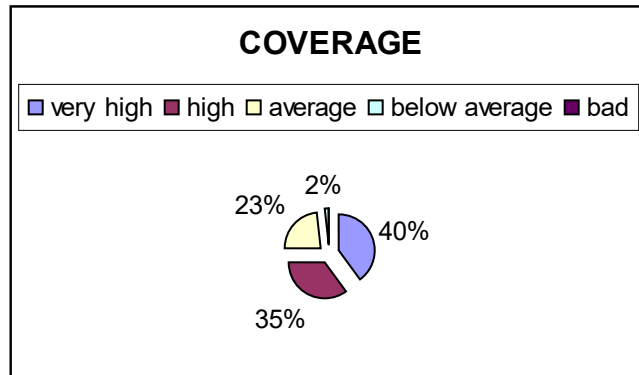


The above graph shows the occupation of the Ufone customers, the results are as follows:

<b>Occupation</b>	<b>Percentage</b>
Student	25%
Corporate	30%
Govt. Servant	20%
Others	25%

**Q#3. How satisfied are you with the Ufone coverage?**

➤ HOME



The above graph shows the satisfaction of customers with the Coverage of Ufone at home and following are the results

Coverage at Home	Percentage
Very high	40%
High	35%
Average	23%
Below average	2%

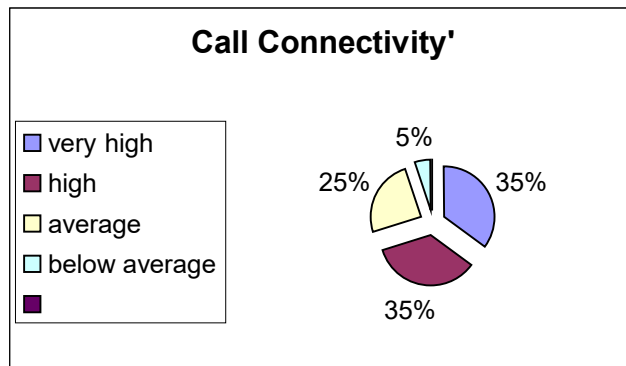


➤ **OFFICE**

The above graph shows the satisfaction of customers with the Coverage of Ufone at Office and following are the results

Coverage at Office	Percentage
Very High	38%
High	30%
Average	25%
Below average	5%
Bad	2%

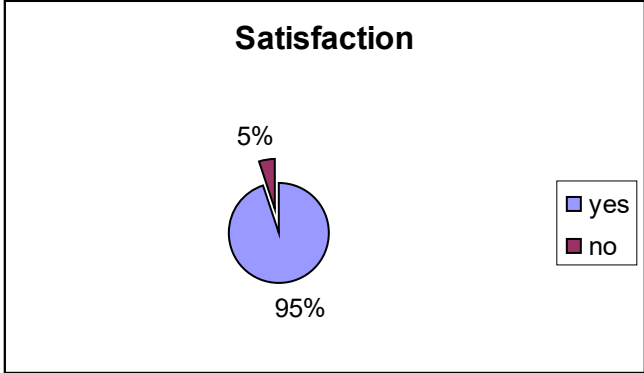
**Q#4. How satisfied are you with call connectivity?**



The above graph shows the satisfaction of customers by Call Connectivity and following are the results

Call Connectivity	Percentage
Very High	35%
High	35%
Average	25%
Below average	5%

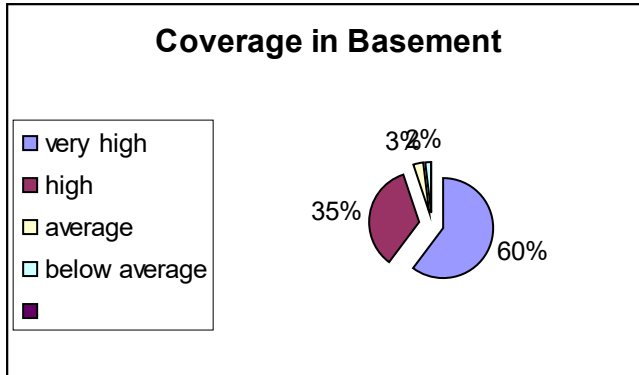
**Q#5** *Has the launch of Ufone met your needs of mobile?*



When I ask, has Ufone met your needs of mobile phone 95% people said Yes

**Q#6** *How satisfied are you with the following features of Ufone?*

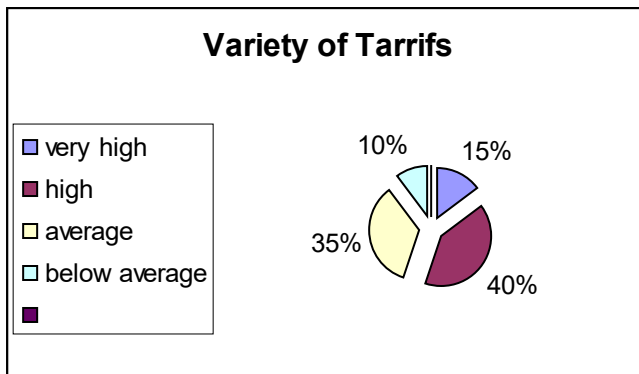
- Coverage in the basement.



The above graph shows the coverage of Ufone in the basement and following are the results

Coverage in Basement	Percentage
Very high	60%
High	35%
Average	2%
Below average	3%

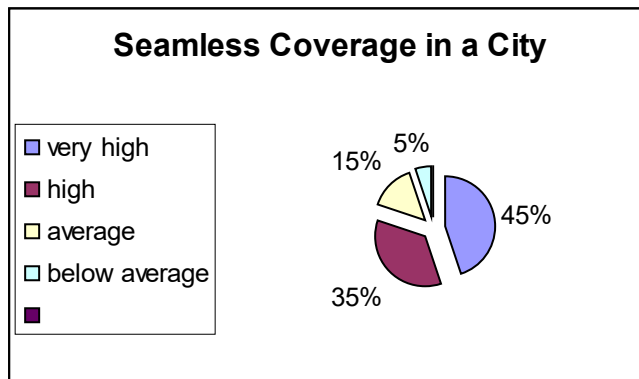
➤ Variety of Tariffs.



The above graph shows the satisfaction of customers with the Variety of Tariffs

Variety of tariffs	Percentage
Very High	15%
High	40%
Average	35%
Below average	10%

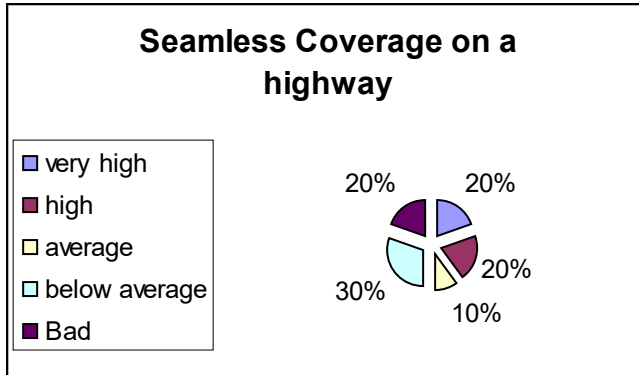
➤ Seamless Coverage in a city.



The above graph shows the Seamless Coverage in a city and following were the results.

Seamless Coverage in City	PERCENTAGE
Very High	45%
High	35%
Average	15%
Below average	5%

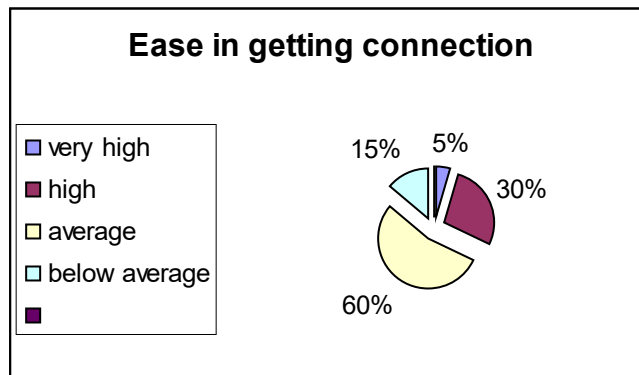
➤ Seamless Coverage on a highway.



The above graph shows Seamless Coverage on a Highway and the results are as follows

Seamless Coverage on Highway	Percentage
Very high	20%
High	20%
Average	10%
Below average	30%
Bad	20%

***Q#7 How would you rate the accessories of obtaining Ufone connection?***

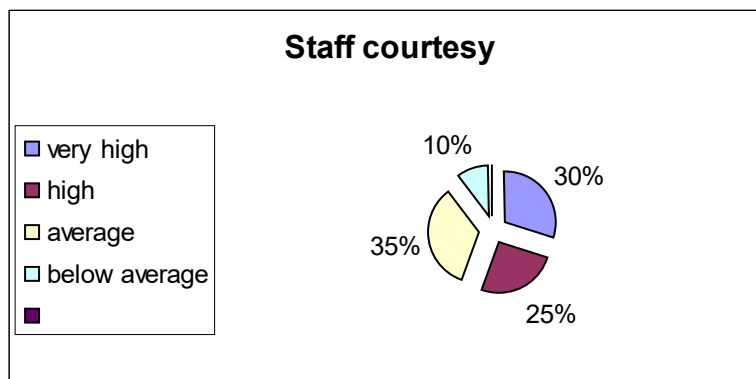


The above graph shows the ease in obtaining Ufone connection and the results are as follows

<b>Ease in getting connection</b>	<b>Percentage</b>
Very high	5%
High	30%
Average	60%
Below Average	15%

**Q#8 How would you rate the following features of customer's service at Ufone?**

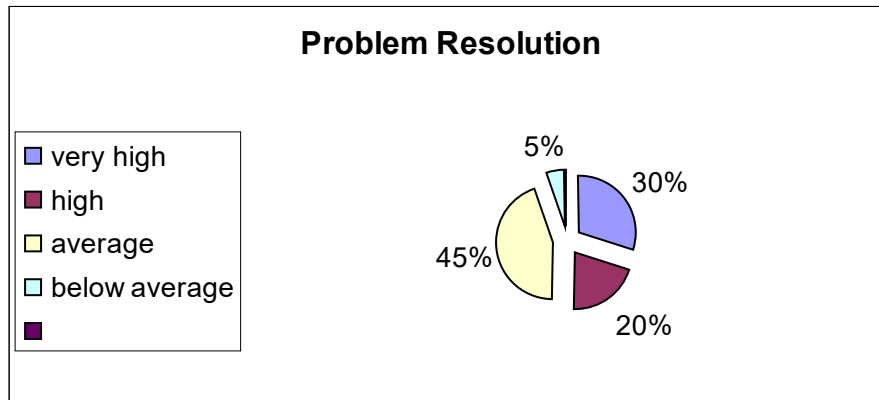
➤ Staff courtesy



The above graph shows the courtesy of staff at Ufone and the results are as follows

<b>Staff courtesy</b>	<b>Percentage</b>
Very high	30%
High	25%
Average	35%
Below average	10%

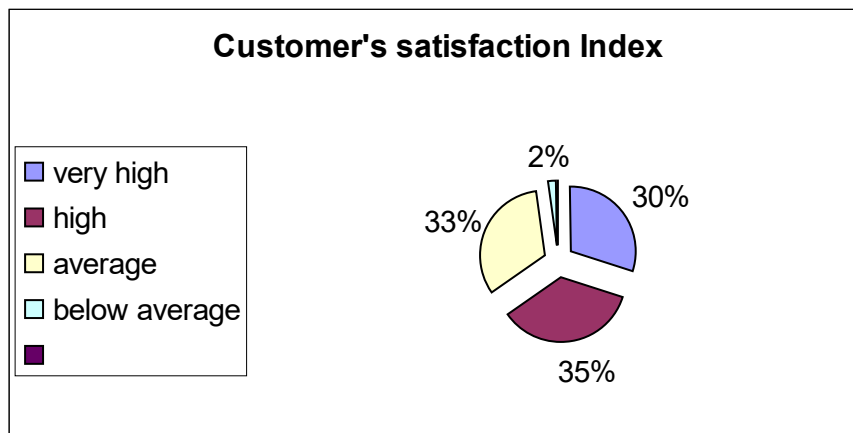
➤ Problem Resolution



The above graph shows the resolution of problems and the results are as follows

<b>Problem resolution</b>	<b>Percentage</b>
Very high	30%
High	20%
Average	45%
Below average	5%

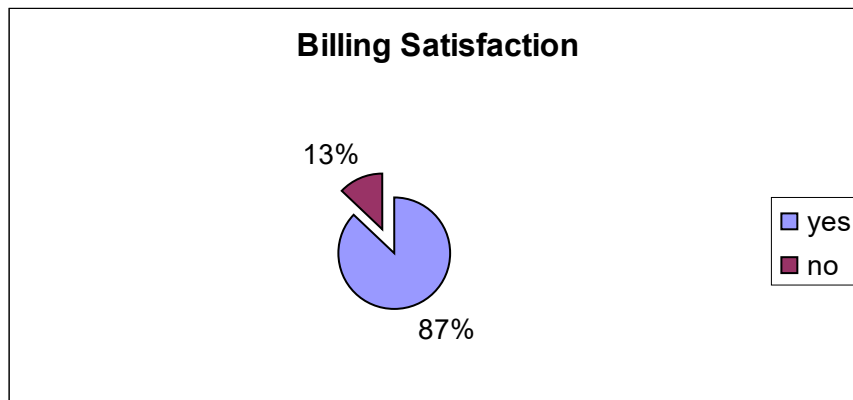
➤ Follow up of customer's satisfaction index.



The above graph shows satisfaction index of Ufone customer's

<b>Customer satisfaction index</b>	<b>Percentage</b>
Very high	30%
High	35%
Average	33%
Below average	2%

***Q#9 Are you satisfied with the billing of Ufone?***



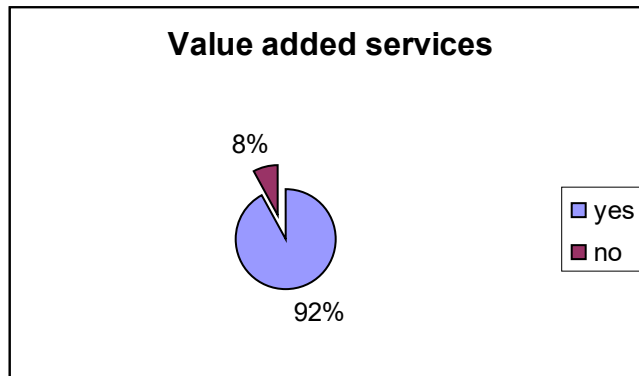
The above graph shows the billing satisfaction of the customers and the results are as follows

<b>Billing satisfaction</b>	<b>Percentage</b>
Yes	87%
No	13%



**Q#10** *Are you satisfied with the WAP and other value added services like free*

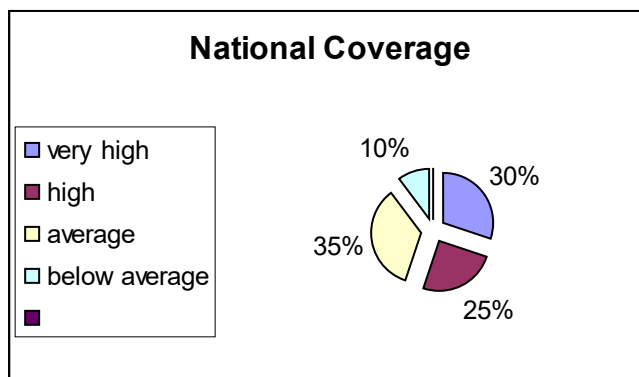
- CLI
- Voice mail
- Incoming SMS etc



*The above graph shows the value added services provided by Ufone and the results are as follows*

<i>Satisfied from value added services</i>	<i>Percentage</i>
YES	92%
NO	8%

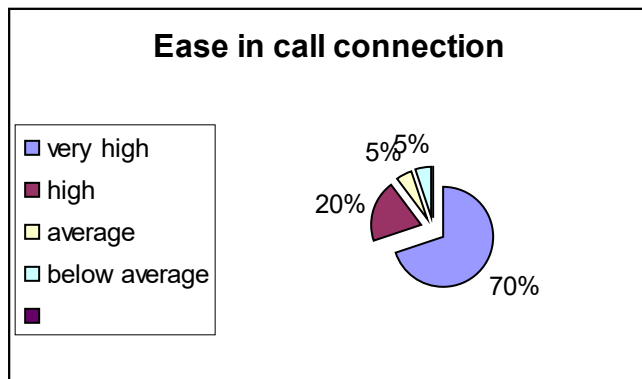
**Q#11** *How satisfied are you with the number of cities in which Ufone has its Services?*



The above graph shows the satisfaction of the customers from the cities in which Ufone has its products and the results are as follows

National coverage	Percentage
Very high	30
High	25
Average	35
Below average	10

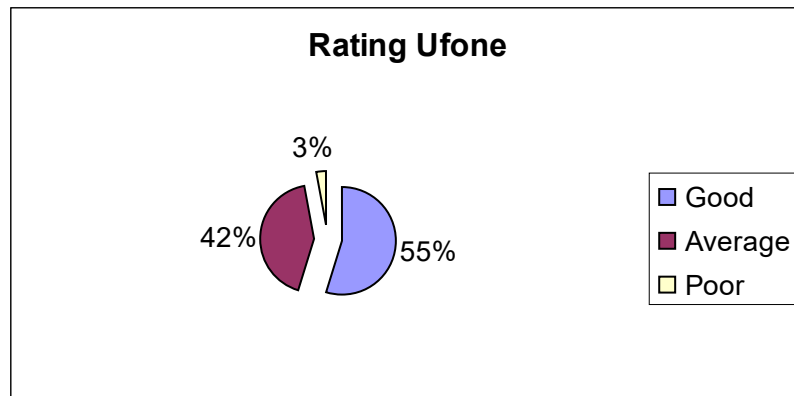
***Q#12. How you rate the importance of getting your call connect in the first try?***



The above graph shows the efficiency of connecting the call first try and the results are as follows:

Ease in call connection	Percentage
Very high	70%
High	205
Average	5%
Below average	5%

**Q#13**How would you rate Ufone service?



The above graph shows the rate of Ufone service to its customers and the following are some results

Rating Ufone	Percentage
Good	55%
Average	42%
Poor	3%

## **5.2 MOBILINK USERS**

Same questionnaire was spread over to Mobilink users and the results were as follows:

### ***Q#1 What was the main reason for choosing Mobilink?***

The following table shows the reasons for choosing Mobilink. The answers that I received are:

<b>Reasons</b>	<b>Percentage</b>
Price	30%
Quality	40%
Government organization	20 %
Others	10 %

### ***Q#2 Your occupation?***

The following table shows the occupation of the Mobilink customers the results are:

<b>Occupation</b>	<b>Percentage</b>
Student	25%
Corporate	40%
Govt. Servant	20%
Others	15%

### ***Q # 3 How satisfied are you with the Mobilink coverage?***

➤ HOME

.The below given table shows the satisfaction of customers with the Coverage of Mobilink at home

<b>Coverage at Home</b>	<b>Percentage</b>
Very high	47%
High	30%
Average	20%
Below average	3%

➤ OFFICE

The following table shows the satisfaction of customers with the Coverage of Mobilink at Office

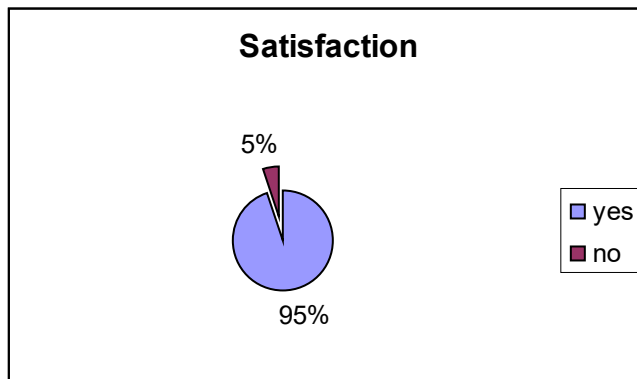
<b>Coverage at Office</b>	<b>Percentage</b>
Very High	38%
High	30%
Average	25%
Below average	5%
Bad	2%

***Q#4 How satisfied are you with call connectivity?***

The table shows the satisfaction of customers by Call Connectivity

Call Connectivity	Percentage
Very High	30%
High	35%
Average	30%
Below average	5%

**Q#5** *Has the launch of Mobilink met your needs of mobile?*



When I ask, has Mobilink met your needs of mobile phone 95% people said Yes

**Q#6** *How satisfied are you with the following features of Mobilink?*

- Coverage in the basement.

The below given table shows the coverage of Mobilink in the basement

Coverage in Basement	Percentage
Very high	50%
High	33%
Average	12%
Below average	5%

➤ Variety of Tariffs

The following table shows the satisfaction of customers with the Variety of Tariffs

<b>Variety of tariffs</b>	<b>Percentage</b>
Very high	45%
High	35%
Average	15%
Below average	5%

➤ Seamless coverage in city

The following table shows the seamless coverage in a city of Mobilink

<b>Seamless Coverage in city</b>	<b>Percentage</b>
Very high	50%
High	35%
Average	10%
Below average	5%

➤ Seamless coverage on highway

The following table shows seamless coverage on a highway, which is as follows

<b>Seamless coverage on highway</b>	<b>Percentage</b>
Very high	35%
High	35%

Average	10%
Below average	12%
Bad	8%

***Q#7 How would you rate the accessories of obtaining Mobilink connection?***

The below given table shows the ease in obtaining Mobilink connection which is as follows:

<b>Ease in getting connection</b>	<b>Percentage</b>
Very high	15%
High	30%
Average	45%
Below average	10%

***Q#8 How would you rate the following features of customer's service at Mobilink?***

- Staff courtesy

The below given table shows the courtesy of staff at Mobilink

<b>Staff courtesy</b>	<b>Percentage</b>
Very high	40%
High	25%
Average	25%
Below average	10%



➤ Problem resolution

The following table shows the resolution of problems at Mobilink

<b>Problem resolution</b>	<b>Percentage</b>
Very high	37%
High	25%
Average	33%
Below average	5%

➤ Follow up of customer's satisfaction index

The following table shows satisfaction index of Mobilink customer's

<b>Customer satisfaction index</b>	<b>Percentage</b>
Very high	36%
High	24%
Average	35%
Below average	5%

***Q#9 Are you satisfied with the billing of Mobilink?***

The below given table shows the billing satisfaction of the customers of Mobilink which is as follows:

<b>Billing satisfaction</b>	<b>Percentage</b>
Yes	74%
No	26%

***Q#10 Are you satisfied with the WAP and other value added services like free***

- CLI
- Voice mail
- Incoming SMS etc

The following table shows the value added services provided by Mobilink and the results are as follows:

<b>Satisfied from value added services</b>	<b>Percentage</b>
Yes	90%
No	10%

***Q#11 How satisfied are you with the number of cities in which Mobilink has its services?***

The following table shows the satisfaction of the customers from the cities in which Mobilink has its products

<b>National coverage</b>	<b>Percentage</b>
Very high	35%
High	40%
Average	15%
Below average	10%

***Q#12 How you rate the importance of getting your call connect in the first try?***

The following given table shows the efficiency of connecting the call in first try and the results are as follows:

<b>Ease in call connection</b>	<b>Percentage</b>
Very high	44%
High	24%
Average	22%
Below average	10%

***Q#13 How would you rate Mobilink service to its customers?***

The below given table shows the rate of Mobilink service to its customers and the following are the results:

<b>Rating of Mobilink</b>	<b>Percentage</b>
Good	50%
Average	45%
Poor	5%

## CHAPTER NO.6 FINDINGS AND ANALYSIS

### 6.1: Product Line

Until recently, Ufone and Mobilink both have two items in their product lines. These are the postpaid and prepaid tariffs. Postpaid items are meant to target the high income-group while prepaid tariffs are regarded as affordable to lower middle-income group.

#### 6.1.1: Comparison of Postpaid Packages

<b>Ufone Packages</b>	<b>Line Rent</b>	<b>Rate Peak Hour</b>	<b>Rate Off Peak Hour</b>	<b>Free Outgoing Minutes</b>
<b><u>Ufone Rabta</u></b>	300	3.5	3	Nil
<b><u>Ufone Asaish</u></b>	750	2.75	2	70
<b><u>Ufone Lafawab</u></b>	1750	1.00	1	300

<b>Mobilink Packages</b>	<b>Line Rent</b>	<b>Rate Peak Hour</b>	<b>Rate Off Peak Hour</b>	<b>Free Outgoing Minutes</b>
<b><u>Star</u></b>	300	3.50	3.0	Nil
<b><u>Star 50</u></b>	600	2.90	2.20	50
<b><u>Star 100</u></b>	850	2.60	1.80	100
<b><u>Star 200</u></b>	1300	1.90	1.50	200
<b><u>Star 400</u></b>	1850	1.00	1.00	400

For each SMS Rs. 1.50 is charged. All the packages include free voicemail service and RS. 25 are charges for service charges.

### **6.1.2: Prepaid Packages of Ufone and Mobilink**

The latest addition to the product line of Ufone and Mobilink are their prepaid packages. To remain in this competitive market Ufone Josh and Ufone Jazba is introduced by Ufone and Jazz by Mobilink. The main purpose of these packages is to attract upper middle class people who could be the potential users but were unable to afford it due to high prices. It also solves the problems of unpaid bills. The main features of these packages are

- ❖ No line rent
- ❖ No security deposits
- ❖ No advances
- ❖ No surprise bills
- ❖ No unexpected disconnection
- ❖ Immediate NWD/ISD access
- ❖ Controlled expenses
- ❖ Low startup cost

### **6.2: UFONE**

The launch of Ufone prepaid got huge popularity because of the fact that Ufone made it possible for an average income person to afford a mobile phone, and captured a huge market. The second reason of Ufone popularity is that it is offering same value added services as being offered by Mobilink at lower rates. It offered two types of packages (Ufone Josh and Ufone Jazba).

### **6.3: Jazz (Mobilink)**

Jazz was launched by Mobilink to counter the impact of Instaphone card. It was introduced in late 2000. The reason behind launch of Jazz was the move of its major competitor Instaphone towards prepaid card system, for the sale and distribution the same strategy was adopted. But Jazz gained more popularity due to its value-added services like SMS, net to phone SMS, voicemail and international roaming. They also had an idea to set the price of the package in the vicinity of the “willingness to pay” level of a customer.

Before the launch of Ufone Mobilink was charging premium prices and its target market was upper class but afterwards due to stiff competition and Ufone’s lower price threat Mobilink positioned itself as the best quality provider at affordable price.

### **6.2: Brand Leverage**

Branding place a crucial role in a competitive industry. All four cellular operators in a country invest a substantial amount of money in trying to maximize awareness and appeal of their respective brands. Mobilink that will access the communication effectiveness of both brands (Jazz and Star) has initiated a comprehensive brand tracking research project. Ufone is also equally investing huge in it brand advertising and is successful in building its brand identity.

### **6.3: Pricing**

Lower income segments mainly fuel the explosive growth in the cellular industry in the post-CPP era. Mobile phones have been transformed from a rich person’s luxury item to an affordable utility. The inclusion of the relatively lower income segments has not only

enhanced market potential for cellular phones; it has also increased the importance of having an appropriate pricing strategy since the new cellular subscribers are extremely price sensitive. Pricing strategy is based on a number of factors including willingness to pay, level of consumers, competition, and revenue impact on the company.

If we compare the pricing of both Mobilink and Ufone, Ufone is bit competitive than Mobilink. Actually this is one of the most differentiated factors (Core Competence) of Ufone that it offers its customers the lowest possible prices.

### **6.3.1: Mobilink**

Mobilink GSM already has a presence in 36 cities and towns in Pakistan and reaches 60% of Pakistan's urban population giving over 30 million people the chance to benefit from the latest GSM technology. In Karachi, they have quadrupled the number of base stations (signal transmitters), from 10 to 48. With over 35 base stations in Lahore, 13 in Rawalpindi / Islamabad and a total of 132 cell sites all over the country, Mobilink GSM now has more cell sites than any other network in Pakistan. Additionally, Mobilink GSM also provides 85% coverage on G.T. road and 80% of Motorway today.

### **6.3.2: Ufone**

Ufone, in less than one year has started providing coverage in most major cities of Pakistan. This roll out plan has been far more aggressive than any of Ufone's competitors. But if we compare the coverage of Ufone with Mobilink, Mobilink has an edge over Ufone because it gives wider coverage to its users.

## **6.4: Promotion**

In a tough, tight and highly competitive market, where every competitor is highly sensitive and does not like to lose a single chance of increasing its market share, Ufone is trying to increase its market share. Companies are competing with one another in all the fields, it may be field of technology, customer services, pricing, quality of product or social marketing, hence, very slight margin of competition is left now. Companies are always monitoring each other's operations. If one company launches a new product or announces facility for its customers, other company tries to match same product or offer same service to its customers. It is difficult to differentiate from rival companies merely on the basis of technology.

## **6.5: Advertising**

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services. Ufone and Mobilink are extensively using this important source of marketing. Companies have displayed billboards along with major roads and banners at prominent places. Companies publish newsletters for introduction of new services, packages and achievements. Companies publish their advertisements in the magazines and business Journals. Television or Radio Media is used for advertising purposes on very small scale. Ads on these media (print and electronic) follow the 'Informative Advertising Policy', which is used heavily for introducing a new product-line or describing available services.



## **6.6: Public Relationing and Social Events**

Public Relationing is building good relations with public by obtaining, favorable publicity, building up a good corporate image' and handling or heading off unfavorable rumors, stories and events. Ufone and Mobilink are quite intelligent in this field.

### **6.6.1: Mobilink**

Mobilink is the official sponsor of 9<sup>th</sup> SAF games. It also arranged Islamabad Classic Immature Golf Team Championship held in April 2001. Mobilink also sponsored Pakistani Film “Tere Pyar Main” and a musical album by Yaasir Akhtar.

### **6.6.2: Ufone:**

Ufone arranges or participates in social and community events on regular basis. These functions are aimed at building a philanthropic image of the company and increasing its goodwill. The events also help it make itself popular among the masses. At different occasions; it sponsored several exciting, events like Basant Melas, Concerts, Charity Shows and college Convocation functions. Hundreds of people shared and enjoyed the celebrations.

## **6.7: Mobile Banking**

Mobile banking is developing in very different ways around the world. Currently Europe is leading North America by about two year and most of Asia by a similar margin. Mobile Banking Service is yet another addition to Ufone and Mobilink’s growing portfolio of value added service for its customers. After the soft launch of this service in June 2001 this year the formal agreement signing ceremony was held on September 7th 2001 between the President of Mobilink Al F. Barry and Mian Mansha of M.C.B.

## **CHAPTER NO 7      SWOT ANALYSIS:**

### **7.1: Ufone**

#### **7.1.1: STRENGTHS**

One of the biggest strength of Ufone is the state of the art equipment that is capable to be converted or in other words being able to adopt the 3G (3rd generation) and 4G(4th generation). Technologies with slight introduction of new equipment thus making the overhead costs very low as compared to the other companies in cellular industry operating in Pakistan. The other strength for the company is the use of Digital Technology (GSM technology) in which the scanning for the calls is not possible as the data is transferred in the form of binary data that is encapsulated between two check bits that can only be decoded at the receiving end and data cannot be tampered.

Ufone's GSM 900 network includes a General Packet Radio Services (GPRS) solution, which will enable Ufone to offer consumers wireless Internet access, e-commerce, virtual private networking, and other value-added mobile multimedia services.

They are providing the best services to the customers at a much cheaper price. Price has been one of the factors in astonishing success of Ufone. So this alone has spared a substantial amount of money for them. No other competitors have the ability to do so.

**“Believe in last to enter - first to venture”** is another strength of the company as its providing unique services to its customer such as they are the first one to introduce the WAP (wireless application protocol) services for its users. Ufone is the only company in the country that's offering the customer the service of switching their packages between post-paid and pre-paid packages without changing their mobile numbers and also with

many other services. Another strength for the company is that it has no parent MNE (multinational enterprise) it is the first local cellular company to operate in the country. Calls from Ufone network to PTCL /other networks is connected via PTCL leased lines. As per obligation of PTA (Pak Telecom Authority) to enjoy healthy cellular competition Ufone will avail the facilities from PTCL like all other operators.

### **7.1.2: Weaknesses**

Being a semi government organization there are some reservations in the market about Ufone's products and services, especially in the corporate class, which is still dominated by Mobilink.

Another factor, which is important, is the notoriously inefficient bureaucracy of our country. These factors may cause hurdles in the development of Ufone.

### **7.1.3: Opportunities**

Ufone has created a strong market image by providing better services at much cheaper rates. It can cash on this image in areas like Baluchistan, and in rural areas of Sindh, N.W.F.P and Punjab where there are tremendous opportunities for expansion.

Existing customers of Mobile Phones were fed up of over charging by other operators as there are many hidden charges in the tariffs which are not shown to the customers but in case of Ufone each and every type of charges are defined in a separate tag so that they can be easy for the customers to understand. The reasons for introducing the prepaid cards for the first time with six months validity that no other company was offering before and with no restriction of consuming the card balance before the extinction of the validation period. So this is one factor, which Ufone can capitalize to its advantage. With

their inexpensive charges and good quality service they are in a position to develop the image of cell phone as a necessity i.e. no more a luxury.

#### **7.1.4: Threats**

A potential threat to Ufone could be the privatization of PTCL. After the privatization of PTCL in 2003 Ufone will no longer be enjoying the monopoly of PTCL, which has contributed a lot in the success of Ufone. *Unfortunately, this policy is devoid of understanding of technological advances and global market trends and the PTCL is quickly assuming the role of a lame duck as opposed to its desired role as a golden goose.*

Apart from losing the patronage of PTCL they will also have to face tough competition from foreign companies, many of which will start operating in 2003 after the implementation of WTO. So there are tough days ahead for Ufone. And Ufone will have to prove that its initial success was no flash in a pan.

Another threat for the company is last to enter in the industry as it is new in the field so it takes a lot of time to overcome various problems faced at the moment which other companies have taken care of in the past.

## **7.2: Mobilink**

### **7.2.1: Strengths**

- ❖ Technology (IR, SMS, etc)
- ❖ Good understanding of the business
- ❖ Aggressive & visible marketing

- ❖ Premium brand constantly reinforced by technical & commercial innovation
- ❖ People with entrepreneurial spirit
- ❖ Franchise network Investors with long term vision

### **7.2.2: Weaknesses**

- ❖ Overly regulated telecom environment
- ❖ Network capacity issue
- ❖ Inability to have own backbone

### **7.2.3: Opportunities:**

- ❖ PTML entry has expanded the market
- ❖ Rural telephony-lack of fixed line infrastructure
- ❖ WAP
- ❖ Internet
- ❖ Human resource development
- ❖ Human Resource sharing with Orascom

### **7.2.4: Threats**

- ❖ Govt. controlled telecom monopoly and its subsidiary
- ❖ Erosion of Human Resource

## **CHAPTER NO.8 CONCLUSION AND RECMENDATIONS**

Marketing strategies developed and adopted at Ufone have been observed to be quite helpful achieving organizational targets.

But with this study I conclude that Mobilink is the market leader because of its adopted strategies like pricing. They say that “We provide right service at the right price” which is very much true. They have also reduced their prices up to 50% to be competitive in market. Mobilink has a well knitted marketing department with very good marketing strategies which help them attracting the customers and thus holding a major market share equivalent to about 46% and becoming the leader in the competitive cellular industry.

Ufone on the other side is the market challenger. Ufone is trying hard to become the market leader to achieve that objective it should capitalize the opportunities in the uncovered areas. Ufone is targeting masses and its basic aim is to provide a mobile phone to the people of every walk of life. But it should also capitalize the opportunities in the corporate sector.

After watching Ufone’s advertisements one observes that its advertisements are stressing a lot on its low price feature and by doing so Ufone is not promoting the quality feature to that extent so Ufone should advertise “high quality at low price” rather than just “low prices”.

As the whole Pakistani industry is facing the threat of WTO. Both the companies should be alert and prepared for this situation, especially Ufone is more likely to be affected once PTCL would be privatized next year and all the benefits and luxuries of this

monopoly would be over with it. Since the Pakistani market has great potential so a number of foreign companies are expected to enter in our market, which is not so competitive at the moment.

## **APPENDIX:**

### **QUESTIONNAIRE FOR CONSUMER SURVEY**

*QNO.1 What was the main reason for choosing MOBILINK/UFONE?*

*Q NO.2 Your occupation?*

*QNO.3 How satisfied are you with the MOBILINK/ Ufone coverage?*

- Home
- Office

*QNO.4 How satisfied are you with call connectivity?*

*QNO.5 Has the launch of MOBILINK/Ufone met your needs of mobile?*

*QNO.6 How satisfied are you with the following features of MOBILINK/  
Ufone?*

- Coverage in the basement.
- Variety of Tariffs.
- Seamless Coverage in a city.
- Seamless Coverage on a highway.

*QNO.7 How would you rate the accessories of obtaining MOBILINK/ Ufone  
connection?*

*QNO.8 How would you rate the following features of customer's service at  
MOBILINK/Ufone?*

- Staff courtesy
- Problem Resolution



- Follow up of customer's satisfaction index.

*QNO.9 Are you satisfied with the billing of MOBILINK/Ufone?*

***QNO.10 Are you satisfied with the WAP and other value added services like Free***

- CLI
- Voice mail
- Incoming SMS etc

*QNO.11 How satisfied are you with the number of cities in which MOBILINK/Ufone has its Services?*

*QNO.12 How you rate the importance of getting your call connect in the first try?*

*QNO.13 How would you rate MOBILINK/Ufone service?*

*Now mobile for every one*

Mobilink is one of the leading name in cellular phone services in Pakistan and world over which always maintains a tradition of excellence and superiority in its services and products. It always looks towards the convenience and comfort of their valued customers by providing them stunning packages. The organization always keeps it's eyes open on the technological changes and the changing demands of their customers. One more step forward, Mobilink GSM launched its new product JAZZ, a very first prepaid mobile phone service in Pakistan. For the launching of this new package, a press conference was held on the 13th of the last week.

Graham Burke, the President PMCL Mobilink said that this phone service has got already immense success in developed countries like America, Japan. Now by keeping the convenience of our customers in mind we are going to launch in Pakistan for the first time. A consumer must have convenience, control and freedom to use the product, he added. He explained that JAZZ's Intelligent Network (IN) based system is the most expensive and most advanced platform available in cellular phony today and some about 250 million subscribers are using it world wide. So far, there are only 30 network operators in the world who have invested in an IN platform. Mr. Bruke further said, it was a major decision to make such a high investment but Mobilink believes in the convenience of their customers by providing them most sophisticated IN services.

Graham further said, Mobilink always aimed at the convenience of their customers, it has invested about 150 million dollars in Pakistan since its inception to provide the public with sophisticated ISO 9000 certified services at reasonable cost. Mobilink will continue to invest in future in order to avail the growing opportunities in the market. This package basically based on 3 Cs that is Cost, Control and Convenience of the consumers. He also thanked his employees for the persistent and selfless efforts for the projection and success of the organization.

Mr. Pervaiz Abbasi, Director Sales and Marketing said further to bring forward the 3 Cs, this service is easily affordable by customers from all walks of life. By using JAZZ, you can also become one of the millions of valued customers, who are preferring to use the latest technologies, want superior voice quality, value added services , convenience and cost control.

Explaining the reasons for launching the prepaid mobile phone service, he further said that Mobilink wants to penetrate into the new segments of market. Today's customers are more price conscious and want products with competitive price which require low or no altogether deposit. JAZZ offers low entry cost, pay only when you use it and the most important is the affordable tariff. It targets almost all the segments of market from business executive to a common man.

Answering the questions, Graham said that Mobilink will provide proper training programmes to its employees in order to make them more aware of their responsibilities.

Graham denied that company is going to reduce the prices because PTCL has not reduced its tariffs to mobile phone companies.

JAZZ scratch cards are easily available at all sales centers of Mobilink GSM with different denominations and validities. To make life simple and hassle free for the customers, prepaid system do not offer for call details, JAZZ is following this global trend. It also offers the CLI and Voice Mail services to their consumers.

**<http://www.pakistaneconomist.com/issue2000/issue22/f&m3.ht>**



## *CURRICULUM VITAE*

### *Personal Details*

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### *Objective*

Seeking a career position in a well reputed and growing Enterprise that offers exigent opportunities to excel in field of Business and Management Sciences

### *Education*

MBA (Marketing & International Business)  
2001 – 2003                      NUST                      Rawalpindi  
CGPA                      3.0  
B Com  
1999 – 2001                      Govt. Collage Of Commerce      Gujrat  
Marks scored                      840/1300

### *Work Experience*

Six-week internship at Alcatel Pakistan Ltd, Islamabad Head Office.

### *Academic Research Projects Undertaken*

International Business	“ WTO” an insight what we gain and what we loose
Brand Management	Branding strategies of a low involvement product “Hairpin”
Marketing Management	Marketing Strategies of Ufone
Organization behavior	Organization Structure, Culture & Strategies of Unilever from 1980onwards
Consumer behavior	An effort to rebuild the image of Pakistan worldwide

## *Professional Skills & Interests*

- Fully proficient in using office automation and general spread sheet soft wares
- Quickly builds rapport with people of different and diverse backgrounds
- Honest, hard working, a team player and knack of working under every sort of condition
- First Class through out the career
- Advance Proficiency in English, Urdu, Punjabi
- Active member of University Dramatic Society and performed in many Stage Dramas

## *References*

Available on request