



Comparative analysis of Performance Efficiency of U-fone Compare with Mobilink

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Abstract: The current research investigates the performance efficiency of U-fone compare with Mobilink. Data were both primary as well as secondary data. Secondary data related to industry was collected from web sites, pilot study, survey, newspaper, PTA Annual report, magazines and reports for generating awareness on the topic and for satisfying objectives of the study. To collect primary data a field survey was conducted with the help of structured interview schedule. Various demographic variables were considered and the questionnaire was tested. The respondents being the adopters of mobile phones are selected for conducting survey, the sample I choose to conduct the survey is based on 50, out of 50 I got the response from 40 on which statistical data analysis is based in this report. It was revealed that Mobilink Network Coverage whereas people are not satisfied with Ufone Network Coverage People use Mobilink are not satisfied with the call rates set by Mobilink, whereas the people using Ufone are much satisfied with the call rates set by Ufone. Mostly people use Ufone because of packages. The ratio of Mobilink users who attracts towards other network by watching ads is higher than Ufone users. Ufone attracts people more by advertisement of different packages as compare to Mobilink. The ratio of satisfied customers is higher in Mobilink. Ufone introduce more innovative services like Call block, Utunes, HisaabSms and etc. Most of the people viewed that CRM (Customer Relationship Management) of Ufone is not effective as Mobilink.

Key Words: Compratitive Analysis, Mobilink, U-fone.

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Introduction

There are lots of developments and changes happening around us. Nowadays as the users of mobiles are increasing, the numbers of subscribers of different mobile networks are also increasing therefore the competition between these companies is also increasing as well. Each company is offering various services everyday for the satisfaction of their subscribers & each subscriber avail these services according to their needs & wants. The cellular sector has witnessed significant growth in subscriber base both in rural and urban areas, over the last decade. With the increase in network coverage and competition being very tough, has resulted in decline of tariffs acting as catalysts for the growth in telecom sector. This potential growth in telecom sector and advance technology has attracted new players in the industry with their network that the intensity of competition has kept increasing day by day.

History Of Telecomm in Pakistan

Telecommunications in Pakistan describes the overall environment for the growing mobile telecommunications, telephone, and Internet markets in Pakistan. In 2008 Pakistan was the world's third fastest growing telecommunications market. Pakistan's telecom infrastructure is improving dramatically with foreign and domestic investments into fixed-line and mobile networks; fiber systems are being constructed throughout the country to aid in network growth. The Telecommunications Ordinance of 1994 created the Pakistan Telecommunication Authority (PTA), Pakistan's first independent telecommunications regulator, and the Pakistan Telecommunication Company Ltd (PTCL), a state-owned monopoly. Due to a lack of competition, local telephone call rates were high and international call rates were even higher. During the 1990s, a call to United States cost \$5 per minute (300PkRs per minute), which was not affordable for most of the population. In addition customer service was poor; fixing a problem might take 10 to 15 days. Despite this, consumers had to stick with PTCL, as they had no other options.

This prompted the government to take a series of actions to improve the service by opening the telecommunications market. This was critical, but required a fine balance because opening the market and preserving PTCL were both important for the government.

In July 2003 the government introduced a Deregulation Policy for the Telecommunication Sector, which allowed and encouraged foreign companies to invest in the Pakistani telecommunications market. The centerpiece of the deregulation was the establishment of two categories of basic services licenses: Local loop (LL), for fixed line telecommunication within the 14 PTCL regions, and Long-distance and International (LDI), for connectivity between regions." Two sets of criteria set by the regulatory authorities must be met before an operator is allowed to start operation: one for the issuance of a license and another for the maintenance of service quality.

In 2006, Etisalat International Pakistan, a wholly owned subsidiary of Emirates Telecommunications Corporation, purchased a 26% stake in PTCL and assumed management control of the company.

Mobile Telecommunication

In January 2004 the Ministry of Information Technology issued its Mobile Cellular Policy with objectives to:

1. Promote efficient use of radio spectrum;
2. Increase choice for customers of cellular mobile services at competitive and affordable prices;
3. Encourage private investment in the cellular mobile sector;
4. Recognize of the rights and obligations of mobile cellular operators;
5. Provide for fair competition among mobile and fixed line operators; and
6. Provide an effective and well defined regulatory regime that is consistent with international best practices.

Subscriber base

The mobile telecommunications sector is seeing very large year-to-year growth in Pakistan. Approximately 90 percent of Pakistanis live within areas that have cell phone coverage and more than half of all Pakistanis have access to a cell phone. With 118 million mobile subscribers in March 2012, Pakistan has the highest mobile penetration rate in the South Asian region.

According to the Pakistan Telecommunication Authority (PTA), Mobilink continues to lead the market with 35.7 million subscribers, followed by Telenor with 29.3 million, Ufone with 23.1 million, Zong with 15.6 million, and Warid Telecom with 14.3 million. All telecom companies are working to broaden their networks in the Azad Jammu and Kashmir and Northern Areas, which were largely ignored until recently. Five of the seven Agencies of the tribal areas have mobile coverage.

SMS

Pakistanis collectively sent over 151 billion text messages during the year 2009. Nokia has cited Pakistan to be producing the third highest SMS traffic in the world in 2010.

Objectives Of the study:

The main objective is to conduct the comparative study between Mobilink & Ufone.

Other objective of the study is to find out the consumer preferences, competitive strategies, choices and various services offered by telecomm companies.



The suggestions and key findings may be help the telecomm companies to improve their network efficiency and other services.

Research Methodology:

Data were collected from primary as well as secondary data. Secondary data related to industry was collected from web sites, pilot study, survey, newspaper, PTA Annual report, magazines and reports for generating awareness on the topic and for satisfying objectives of the study. To collect primary data a field survey was conducted with the help of structured interview schedule. Various demographic variables were considered and the questionnaire was tested. The respondents being the adopters of mobile phones are selected for conducting survey, the sample I choose to conduct the survey is based on 50, out of 50 I got the response from 40 on which statistical data analysis is based in this report.

Limitations:

No matter how efficiently the report is conducted, it can not be perfect in all aspects. This study was conducted in accordance with the objective of report completion. The study may not include the broad explanations of facts & figures due to the nature of the research.

One of the major limitation while carrying out this research was the lack of cooperation on the part of the management of Mobilink&Ufone in providing the data regarding the company and its policies.

Secondly, the limitation which affects the study is the restriction on mentioning every fact of the company due to the problem of the secrecy. In addition, the availability of require data was a problem as access to all the documents and files are limited to employees only.

Finally, the problem of short time period also makes the analysis restricted as one can not properly understand and thus analyze all the operation of any company in a very short time of 2 weeks.

Company's Profiles

Mobilink Company Profile

About Us

Pakistan Mobile Communications Limited (PMCL) better known as Mobilink GSM is a telecommunication service provider in Pakistan. Mobilink started operations in 1994 as the first GSM cellular Mobile service in Pakistan by MOTOROLA Inc., later it was sold to Orascom, an Egypt-based multi-national company. It has become the market leader both in terms of growth as well as having the largest customer subscriber base in Pakistan.

Mobilink is Pakistan's leading provider of voice and data services, bringing more people together through service excellence and product innovation. With more than 36 million subscribers, Mobilink maintains market leadership through cutting-edge, integrated technology, the strongest brands and the largest portfolio of value added services in the industry, a broadband carrier division providing next generation internet technology as well as the country's largest network with over 9,000 cell sites making everyday a better day for its customers.

Housing Pakistan's largest distribution and contact centre networks and an unparalleled 6,500 kilometers fiber optic backbone, Mobilink has already invested over US \$3.9 billion in the country to date, with another USD 1 billion being invested in network modernization. Mobilink provides uninterrupted countrywide connectivity, unmatched customer services and international roaming in over 140 countries.

As a responsible corporate citizen, Mobilink offers a range of socially inclusive products and services dedicated to enhance access to information. Through Mobilink Foundation, the company passionately supports education, health and environmental initiatives and promotes sustainable business practices.

Mobilink offers exclusive & personalized tariff plans that empower customers and cater to the communication needs of a diverse group of people, from individuals to businessmen to corporate and multinationals.

Our Vision, Values and Mission

Mobilink's Vision

To be the leading Telecommunication Services Provider in Pakistan by offering innovative Communication solutions that make each day better for our customers while exceeding Shareholder value & Employee Expectations.

Mobilink's Values

Be Passionate

We at Mobilink, are passionate about fulfilling & exceeding customer needs and enriching their lives everyday.

Be Professional

We take pride in practicing the highest ethical standards and take responsibility for our actions.

Lead With Purpose



We are committed to lead the market through innovations in new services, products, as well as cutting edge technologies and solutions.

Corporate Responsibility

Mobilink believes in playing an active role in supporting the community and social development of Pakistan. Our Corporate Responsibility goes beyond philanthropy and donations whereby we take into full account the impact that Mobilink creates on all stakeholders and on the environment when making decisions.

We recognize that an educated, healthy society is Pakistan's key to ensuring sustainable development and we do our best to give back to the community we operate in.

Coverage

Where other networks fail, ours connects instantly. On highways & byways, throughout thousands of destinations across Pakistan, only Mobilink has you fully covered. So no more mixed signals, because only Mobilink talks to you loud & clear.

Mobilink provides the widest coverage network, covering more than 10,000+ cities, towns, and villages across Pakistan. It connects over 31.6 million family members every second of the day with exceptional voice quality due to its broad coverage. Our coverage is expanding day by day, and soon, the only other thing covering Pakistan more than Mobilink would be the clear blue sky.

The type of coverage service Mobilink provides is divided into three main categories:

PHYSICAL PRESENCE (Mobilink has physical infrastructure in the area)

INDOOR SPILLOVER COVERAGE (High coverage level in adjoining area)

OUTDOOR SPILLOVER COVERAGE (Medium coverage level in adjoining area)

Along with nationwide coverage, Mobilink also provides true International Roaming in over 140 countries with more than 300 partner operators worldwide.

Our Business Network Advantage

Over the last 18 years, Mobilink has set up one of the largest cellular networks in the country. Currently, we are covering more than 20,000+ cities and towns. This has involved an investment in the company of more than US\$ 3.9 Billion. We have more than 8,500 cell sites and the number keeps growing at a rapid pace. We also have deployed around 6,500 km of optical cable across Pakistan.

Ufone Company Profile

Company Profile

Pak Telecom Mobile Limited (PTML) is a wholly owned subsidiary of...

...Pakistan Telecommunication Company Limited (PTCL) that started its operations in January 2001 under the brand name 'Ufone'. As a result of PTCL's privatization, Ufone became a part of the Emirates Telecommunication Corporation Group (Etisalat) in 2006.

Since its inception, Ufone has focused on the people of Pakistan, empowering them with the most relevant communication modes and services that enable them to do a lot more than just talk, at a price that suits them the most. Along with the claim of lowest call rates, clear sound and best network, Ufone offers its customers simplified tariffs with no hidden charges. With a strong and uniquely humorous communication direction that has now become Ufone's signature across all advertising media, Ufone gives its customers many reasons to smile.

This customer focus and best offering has allowed Ufone has built a subscriber base of over 24 million in less than a decade. Ufone has network coverage in 10,000 locations and across all major highways of Pakistan. Ufone currently caters for International Roaming to more than 288 live operators in more than 160 countries. Ufone also offers Pakistan's largest GPRS & BlackBerry Roaming coverage available with more than 200 Live Operators across 122 countries. More recently, Ufone has become a focused and intensive leader in VAS, constantly introducing innovative services, which have been the first of their kind in the Pakistani cellular industry.

As the world of telecommunications advances, Ufone promises its customers to stay ahead, developing and evolving, to go beyond their expectations, because at Ufone, it's all about U.

Mission Statement

To be the best cellular option for U.

Story of Our Brand

At Ufone, it's always about you...

...In order to evolve with our customers and to keep pace with your needs, we rejuvenated and revamped our image by changing our visual identity



At Ufone we understand the value of words and the need to communicate effectively and efficiently at all levels of society, which is why our primary focus is on U, our valued customers bring strength to our company.

With a fresher look than is accepted and appreciated across the board by people of all ages, we aim to connect with you and provide you state of the art services. No matter who you are, where you are, what you want to say, how you want to say it or how you feel, you are our focus. Because at Ufone, it's all about U!

Coverage

We are, where you want to be...

...At Ufone we aim to provide you with wider coverage, superior connectivity, clear signals & voice quality

Covering several key destinations your Ufone is the ultimate means to stay connected wherever your business takes you allowing seamless roaming through the network providing the best nationwide coverage.

Comparative study of Promotion & advertising Campaign Of Mobilink&Ufone

Advertisement:

Any paid form of non-personal presentation or promotion of ideas, goods, or services by an identified sponsor. Introduction

Today to be a successful business, the firms need to make a distinctive position in the customer's minds to obtain the monetary benefits of being different and better than their competitors. Some industries require more such image positioning than others due to their nature of business. The proposal that I am submitting is concerned with one such industry and specifically of two companies that have tried to retain customers through very aggressive marketing more specifically in our research's case. Researcher has done a comparative study of Cellular network advertising strategy of Ufone in contrast of Mobilink Jazz. Comparative advertising inducts the specific mention or presentation of competing brand(s) and a comparison is made or implied. It has been used for quite a long time. It has of course its own advantages and disadvantages; for which it has been banned in some countries whereas appreciated in others like for example, in the United States it is allowed for the sake of free competition whereby in South Africa it is illegal for direct defaming and insulting competitors which is not an uncommon thing in comparative advertising. We however look at the Pakistani perspective and market nature of the mentioned two telecommunication giants and what results in terms of customer purchase and usage has these advertisements on them. The competition between Ufone and Mobilink jazz is heating up. We can also refer it as a war between Ufone and jazz. Mobilink Jazz started this war when it mocked Ufone commercial and directly attacked Ufone. As expected Ufone has done a counter attack by mocking and making fun of jazz's package and commercial as well. Now there is clear wars going on between these two brands both are making fun of each other and mocking each other's.

Mobilink Promotion

Companies can do more than make good products—they must inform consumers about product benefits and carefully position products in consumers' minds. To do this, they must skillfully use the promotion tools of advertising, sales promotion, public relations, sales force, direct marketing, and personal selling.

Mobilink Advertising Objectives

The chief advertising goal of Mobilink is to increase its customer base and to stimulate more usage.

Mobilink is currently using:

- Information Advertising: To create brand awareness and knowledge of its Mobilink World brand.
- Reminder Advertising: To stimulate the repeat purchase of its Jazz and Indigo brands.

Mobilink Advertising Budget:

Since the competition is intense in the telecommunication market, Mobilink has a significant advertising budget. It is advertising heavily to be heard and to constantly remind its target market to go for Mobilink. However, Mobilink's actual advertising budget was not disclosed by the management.

Mobilink Developing Ad Campaigns:

The advertising theme "Mobilink: It's simply a way to communicate", is designed to demonstrate the new service's simplicity and convenience.

Along with its service debut, Mobilink launched a nationwide campaign composed of television commercials and print ads. The national campaign is supplemented by local and regional ad campaigns produced by the Mobilink licensees. The national print and broadcast ads are designed to be localized.

The success of Mobilink has not only to do with its increased offerings, but also has a great deal to do with the campaigns that Mobilink comes up with. The TV ads exude energy and liveliness, and an expressive color and lightning palette, the high frequency and visibility makes these advertisements noticeable which results into increased brand awareness and brand loyalty boosting sales.

Mobilink Advertising Media



Mobilink is using television, print, and radio advertising media to disseminate its message and to build a brand preference but the most preferred is television since this medium is the most powerful, reaches a broad spectrum of consumers and has the maximum customer impact.

•Radio: It has a relatively large listeners' base and so is an effective way to communicate the message.

•Billboards and Print Media: The Company has come up with elaborate campaigns, billboards and posters to promote Indigo, their post-paid brand

MobilinkBrand Ambassadors:

Mobilink in its advertising went on a different route (now copied by competitors) by starring the most charismatic superstars in its advertisements. The tested method of having a pretty face holding a Jazz card makes its advertising campaigns booming. Strings, Ali Zafar, NargisFakhri, Vaneeza Ahmad, Shaan, Iman Ali, ZainabQayyum, WasimAkram, and ShahidAfridi are some of celebrities associated with Mobilink.

Ufone Promotion

Ufone is heavy investor on advertisement. Owing the growing competition in cellular telephonic services, Ufone strategize to increase its effect on market through aggressive promotion and advertising.

Ufone has its own Advertising department because its packages change by time to time. Ufone advertising department is responsible for making ads and promotion.

Ufone Advertising Objectives:

Ufone informs its customers about new or available services. Ufone seeks to persuade people to purchase their services or to switch to their connection from other connections.

Ufone Advertising Budget

A single ufone advertisement played 15-20 times per day on a tv channel costs million of rupees varying with the time of day when it is played. Ufone spent about 20% of its profit on advertising and sales promotion.

Ufone Developing Ad campaign:

The very first content of ufone advertising message was humorous, then ufone shifted its message content to youthful excitement, But now ufone again adopted humorous theme for its message content.

The format of ufone advertisement is always colorful and eye catching. The shocking orange & green always attract people & also looks beautiful on wall printing of ufone.

Ufone Advertising Media

Ufone Advertise in following media types:

- Print Media: Ufone tries and print ads in all leading newspaper including The DAWN, JUNG, NAWAI WAQT, & Local Sindhi Newspaper as well. Ufone place its ads on all leading magazines as well i.e Sunday Magazine, Akbar-e-Jehan, Libaas, Mag etc.
- Broadcast Media: Ufone tries and advertise on all Pakistani channels including Geo, Hum, Aryetc and also plays its advertise on local channels of Sindh, Punjab. And also on Radio as well.
- Display Media: Ufone Advertise using Vehicles like Bill boards, Hoardings, Signs, Posters, Wall Paintings etc.
- Special Vehicle: SME Multan has used a new and innovative vehicle in display media i.eUfone's Painted Rikshaw.
- Internet is used as online media to advertise ufone ads.
- Events: Ufone has sponsored many events in the past and holds future plans concerning it. The famous event sponsored by ufone in 2006 was a series of musical concertsdid all over Pakistan, featuring Meekal Hassan and Junoon, it named UROCK.

Ufone Brand Ambassadors

The very first ufone advertisement had Faisal Qureshi as a message source, afterward ufone hired non celebrity + celebrity young models for its youthful message theme.

Ufone also hired three lollywood stars Meera, Jia Ali, Veena Malik with Meekal Hassan.

Finally Ufone has again hired Faisal Qureshi, Meekal Hassan, AdeelHashmi, the strategy behind hiring this trio is they are economical and personal favorites of people.

Ufone always hire endorsers in group.

Comparative Study Of Pricing Policy Of Mobilink&Ufone

Mobilink Packages

Mobilink Call Packages



- MobilinkJazz 24 Ghanta
2.2/min Onnet
2.2/min Offnet
1.7/SMS
- MobilinkJazz Budget
2.0/min Onnet
2.0/min Offnet
1.7/SMS
20 FNF No.
0.5/30 sec on FNF no.
N/A Daily Fee
- MobilinkJazz Easy
2.2/min Onnet
2.2/min Offnet
1.7/SMS
20 FNF No.
0.99/min on FNF No.
N/A daily Fee
- MobilinkJazz One
1.5/min Onnet
2.1/min Offnet
1.7/SMS
20 FNF No.
0.5/30 sec On FNF No.
N/A daily fee
- MobilinkSuch Jazba
2.2/min Onnet
2.2/min Offnet
0.5/ Sms
3 FNF Num
0.59/30 sec on FNF Num
1 Rs. Daily Fee
- Champion's Package

Staying true to 20 year legacy of being a true champion, we are pleased to announce the launch of Champions Package, our new default (New SIM) package for all prepaid customers. The new package would not only offer the best rates for making voice calls to all networks, sending SMS to any local number and using fastest Mobile Internet; but will also ensure that the customers are charged only for the services they want. This package also provides an added functionality where customers will be given their last call and balance details free of cost after every call.

Base Rates:

How to subscribe:

Existing Mobilink customers who want to switch to Champion's Package can simply do so by dialing *337#. Migration to Champion's Package is free of cost. To get Free End Of Call Notification service on Champion's Package, please dial *336#.

Mobilink SMS packages

SMS Bundles

Mobilink offers a variety of SMS Bundles to best suit your situation and pocket! Stay connected, keep enjoying. Customers can subscribe to any SMS Bundle of their choice by dialing single USSD string *445#, with the option to select a Daily, Weekly or Monthly SMS Bundle.

Mobilink Mobile Internet/GPRS packages

Pakistan's fastest mobile internet is also the most affordable, and it is right here.

Open the doors to the internet from your phone, without worrying about download speeds or your balance. Here are the most exciting Mobile Internet bundles in town.

Daily Bundly 9.99 Rs. 50 MB

3 Day Bundle 18 Rs. 300 MB

Weekly Bundly 34.99 Rs. 500 MB



Monthly bundle 149.99 Rs. 1 GB/ 2024 MB

Ufone Packages
Ufone Call Packages
Ufone Ghanta Package

Ufone customers can enjoy this package through out the day from 9 am to 5 pm for only Rs.5.99 per hour. Ufone to Ufone call charges will be Rs.5.99 per day, Ufone to PTCL call charges will be RS.5.99 per hour. Dial 444 to activate this package.

Super Ghanta Package

There is another amazing package called Super Ghanta Package. Now ufonesubscribers can talk from 4 a.m. in the morning to 5 p.m. in the evening to not only any Ufone number but to any PTCL landline and Vfone number. Ufone to Ufone calls 0400 Hrs to 1659 Hrs for only Rs 3.50 / Hr. To subscribe to Super Ghanta package dial 444 from your Ufone.

Tension Free Package

Currently Ufone offers Tention Fee Basic and Tention Free Special packages. With Basic Tention package customer can enjoy calls for 99 paisa/30 second to all local networks 24 hours a day. To subscribe to Tension Free Basic Package, dial 444

Ufone Lady's Package
Through this call package

Ufone and for PTCL numbers call rate RS 2.00 per hour from 10am to 5pm will apply, for Ufone and PTCL call rate Rs.1.25 per minute for 24 hours will apply. Through this package SMS package can also be get.

Ufone 5 ka 15 Package

Through this package Ufone customers after making a 5 minute call can get more 10 minutes absolutely free. More detail about this package shown below:

Ufone to Ufone, Ufone to other mobiles and Ufone to PTCL call charges Rs.1.25 per 30 sec for 24 hours will apply; Ufone to international calls standard call charges for 24 hours will apply.

Ufone U-Won Package

Through this Ufone customers can make calls for only Rs.1.00 per minute and to any number for only Rs.1.60 per minute for 24 hours.

- **Ufone Public Demand**
Through this package Ufone customers can make calls for only Rs.0.99 per 30 sec for 24 hours for Ufone to Ufone, Ufone to PTCL and Ufone to other mobiles.
Ufone customers can also enjoy some of other Ufone call packages like 3 minute package, 60 sec offer, Ufone Life Plus and U-Circle as well in affordable rates.

- **Life plus Package**
Ufone Life Plus package has made it possible for the customers to enjoy the lowest calling rates for the whole night time. Nights will be long but the calling bills will not be that long. It is all possible just because of Ufone Life Plus package. By subscribing to the Ufone Life Plus package, the customers can enjoy lowest calling rates at day time as well as at night time. The customers can enjoy lowest calling charges from 12 am (midnight) to 7 am for just Rs.2.50 on hourly basis. Not only this, but the subscribers of Ufone Life Plus package can enjoy lowest calling rates at weekends as well and the calling charges are just Rs.4.99 for 1 hour between 9 am to 5 pm on Saturday and Sunday.

- **Prepay Life**
- **Life Value**
- **Josh**

- **UCircle**
Ufone U-Circle package provides an easiest way to remain in touch with your friends and family members. Ufone U-Circle package has made it possible to call friends and family numbers at the lowest of calling rates which can't be beaten by any other cellular network! Calling rates on Ufone U-Circle package are very much economical.

You can make your own Ufone U-Circle by selecting either Ufone numbers or 4 Ufone numbers & 1 PTCL number. The calling rates are 45 paisas for every 30 seconds.

Procedure for the Activation of U Circle:

U can activate ufone u-circle in 3 ways which are given below:

- Dial 363 from your ufone number.



- Send 5 numbers (either 5 ufone numbers or 4 Ufone and 1 PTCL numbers along with prefix) via SMS to 363.
- Visit the nearest Ufone Service Center/ Franchise.
- UCircle Life Plus
- URock

Comparative Customer Satisfaction Level of Mobilink&Ufone

In this chapter I will discuss the customer satisfaction of both networks by comparing ratios of both, that is the result of my survey.

Before starting to discuss my survey I want to share the ratio of users of different networks according to PTA Annual Report 2013

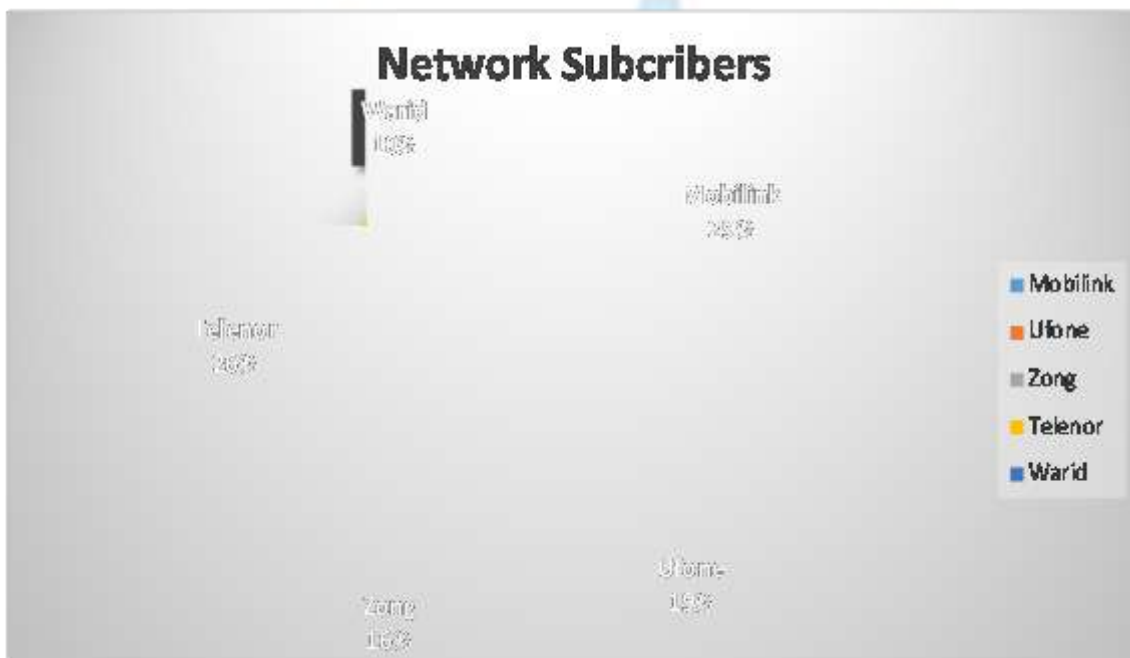


Fig: 6.1
I conducted the survey to find out the facts & figures about

Mobilink&Ufone, on the outcomes of the survey I can compare the both companies.

According to the result of my survey I have found that the users if different companies are:



Fig:6.2
When I ask to the



customers that are they aware about the network companies the result is

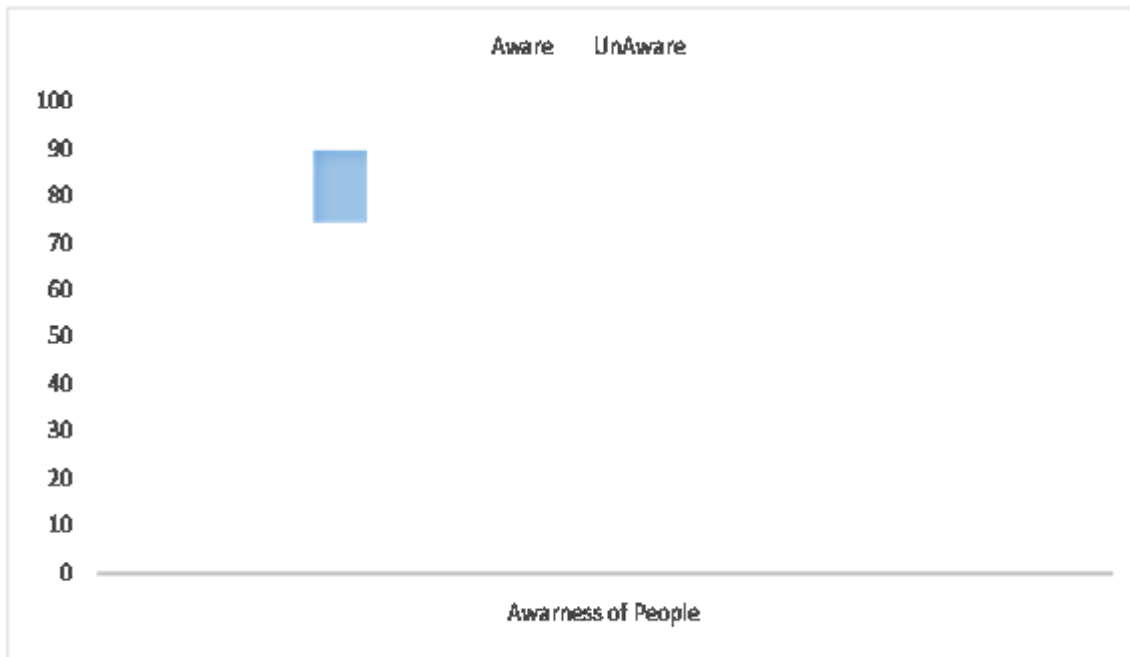


Fig: 6.3

I have found that the mostly people are using Prepaid

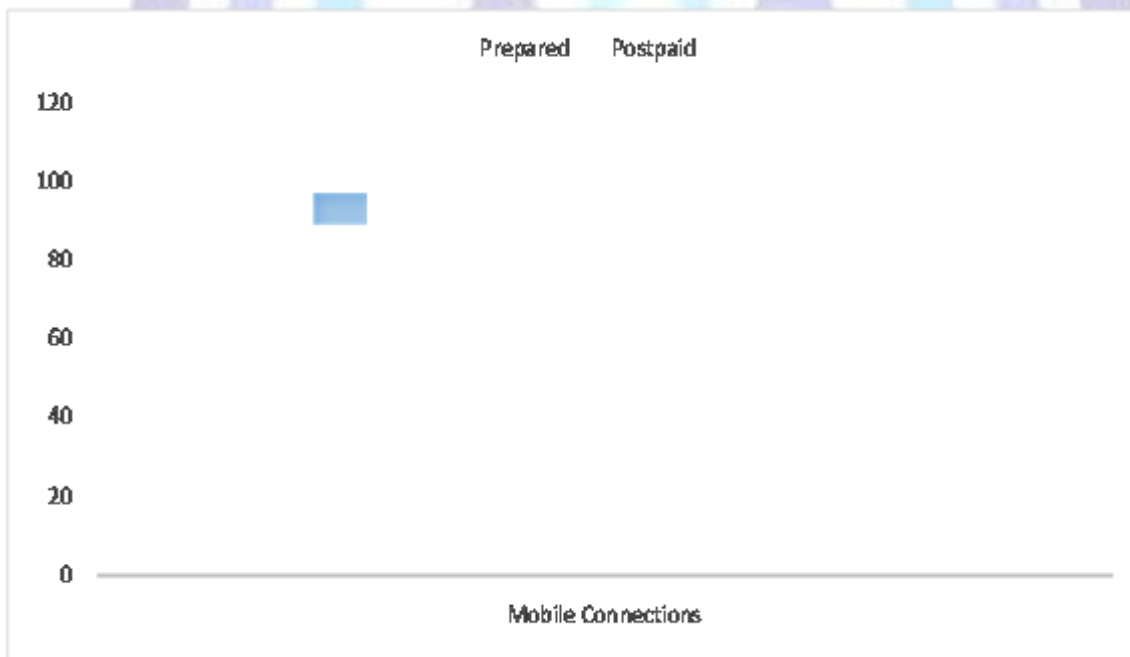


Fig: 6.4

According to research people use Mobilink network beause of

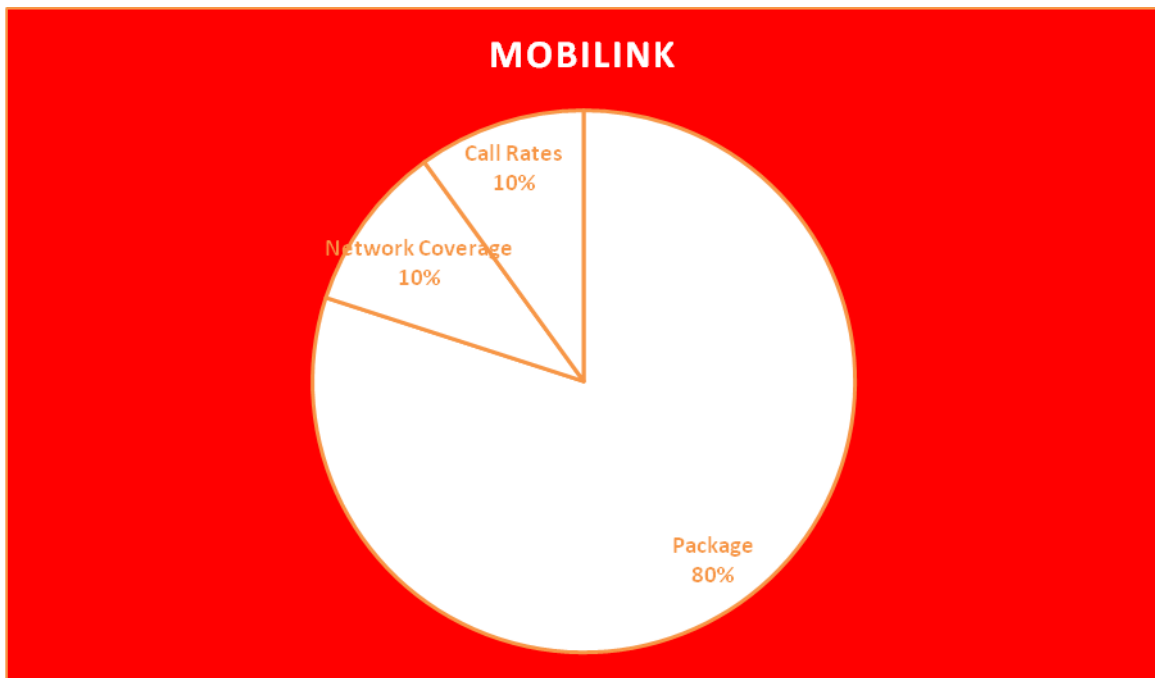


Fig: 6.5
Research said People are using Ufone network because of

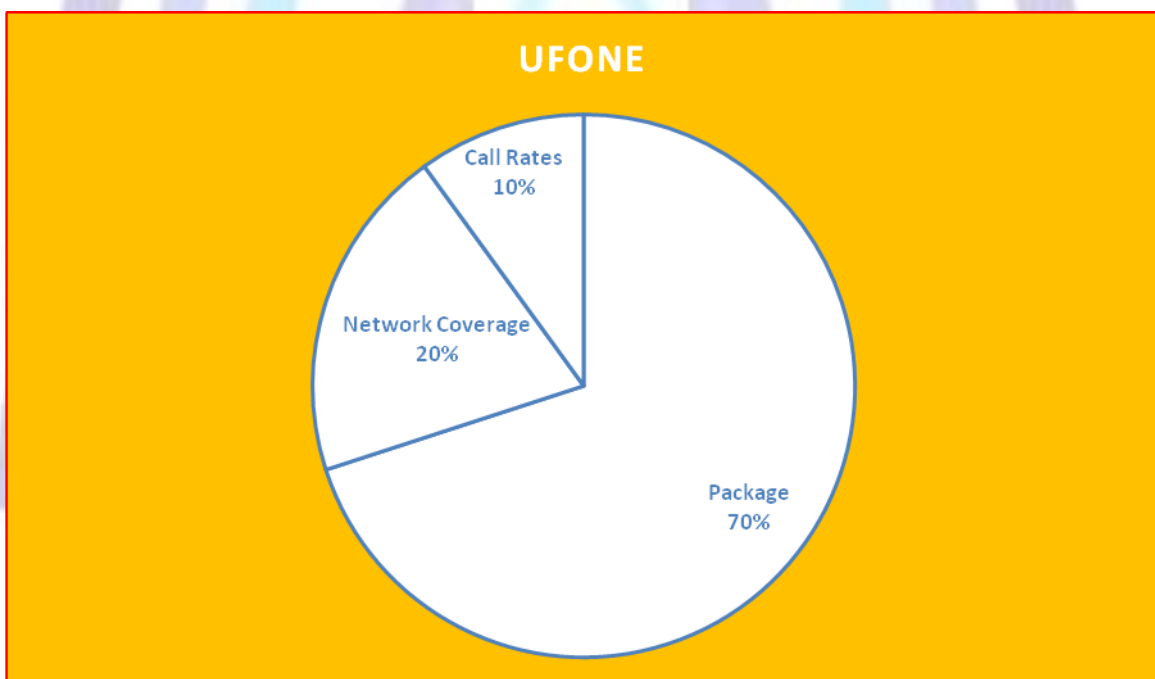


Fig: 6.6
When I asked to the Mobilink users that are attract towards other networks they replied,

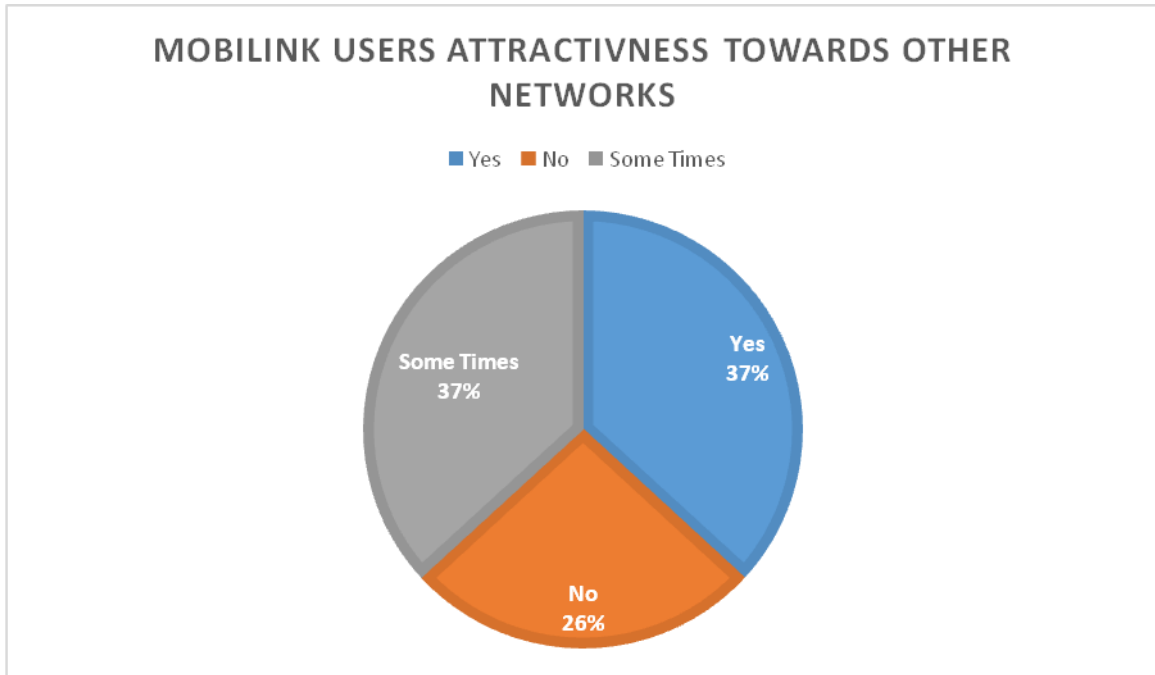


Fig: 6.7
When the same question is asked to the Ufone Users they replied,

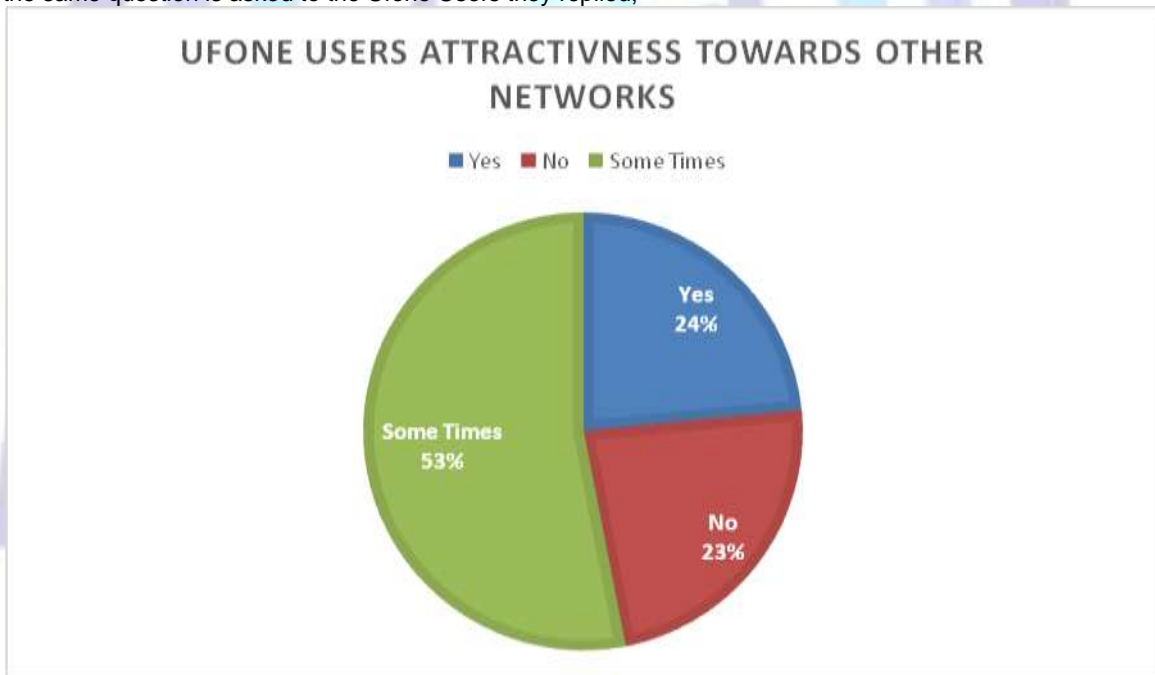


Fig: 6.8
Mobilink users said they attract towards packages by watching ads by the following ratio,

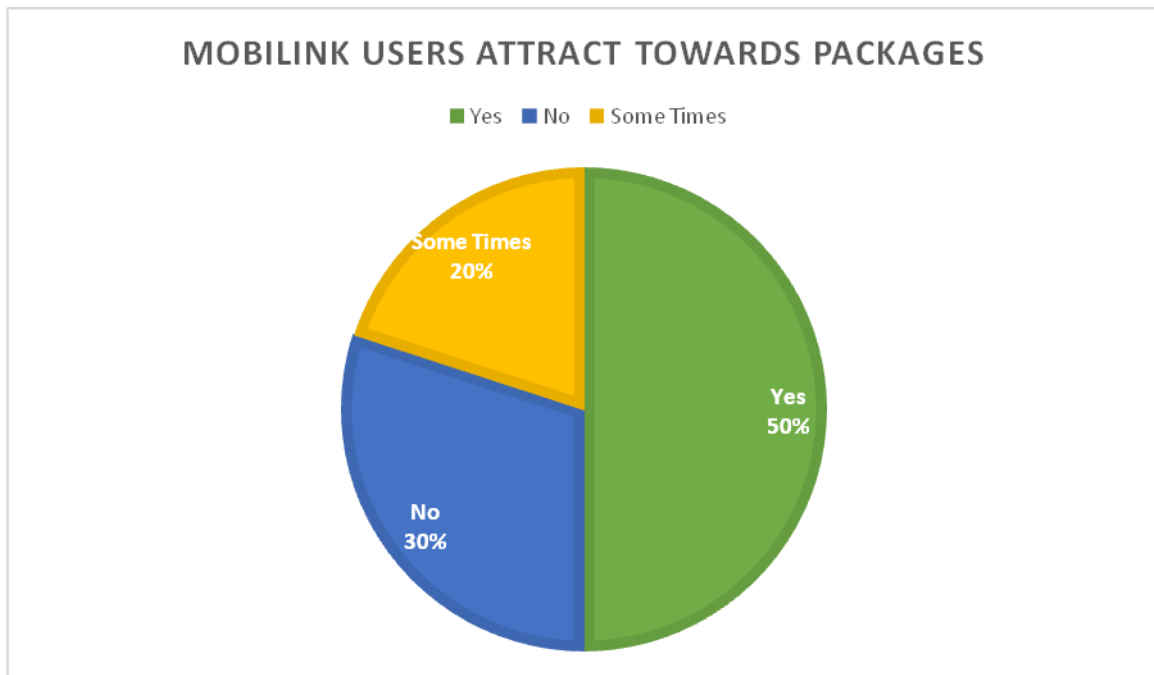


Fig: 6.9

Ufone users attracts towards packages by following ratio,

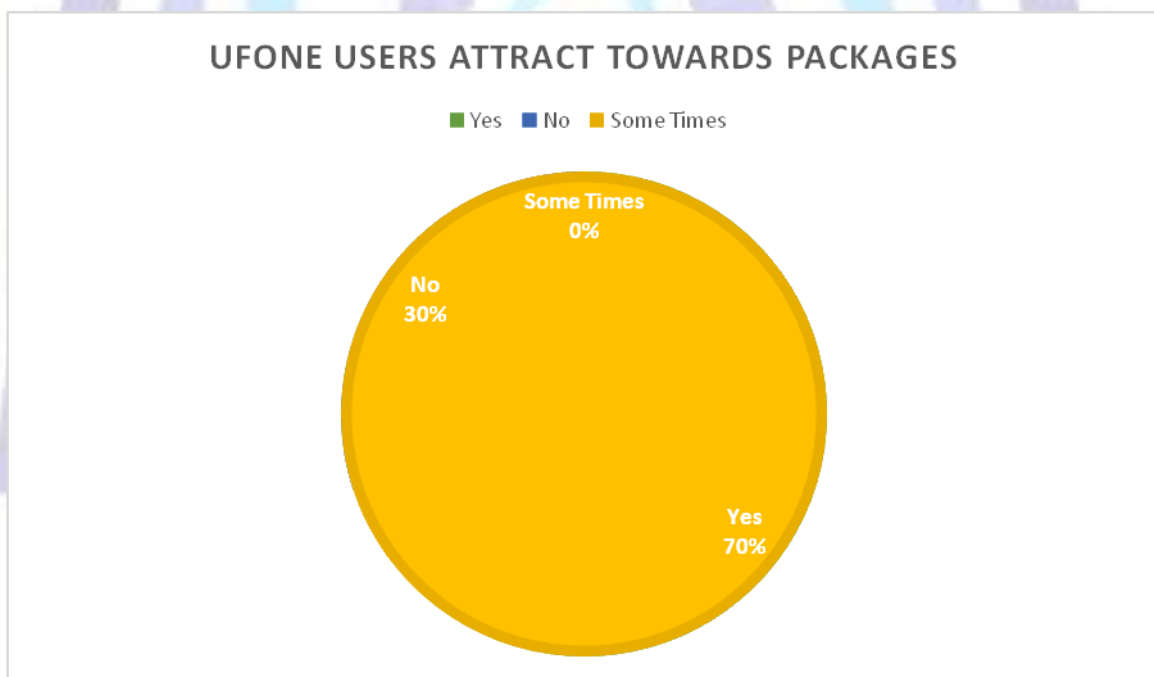


Fig: 6.10

Mobilink user said about the following

- Network Coverage is Excellent
- Sms Rates are Fairly Good
- New Services & Offers are Average
- Call Rates are Very Good
- Value Added Services are Excellent

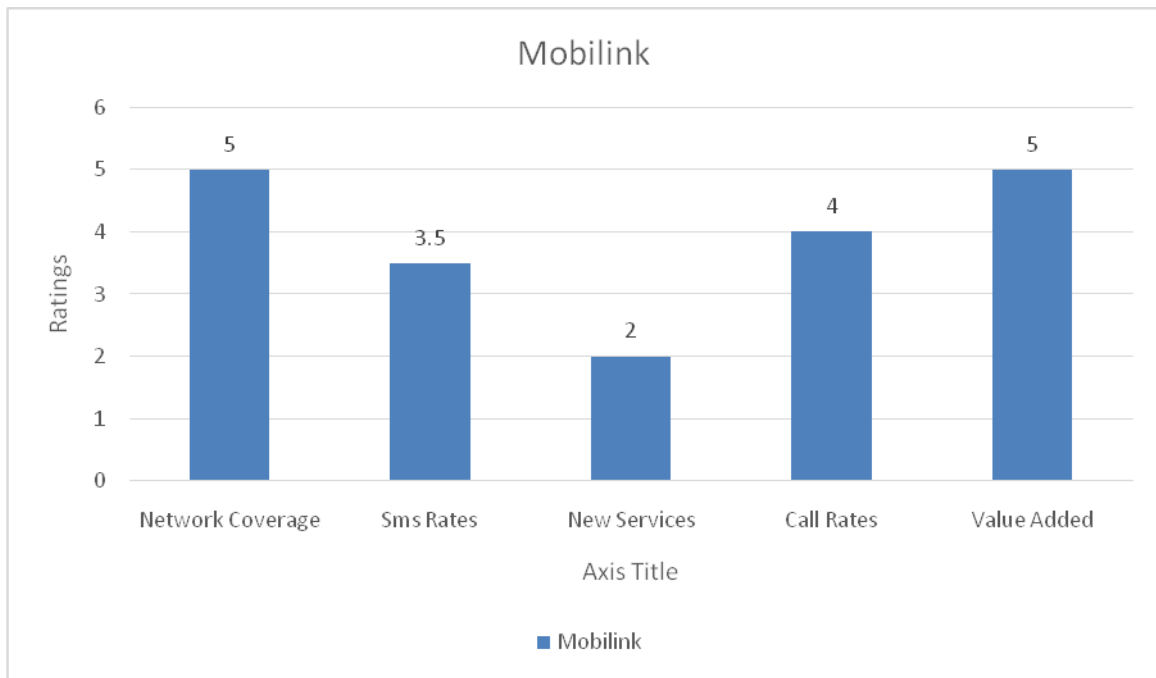


Fig: 6.11

- Ufone users said
Network Coverage is Very Good
Sms Rates are Average
New Services & Offers are Excellent
Call Rates are Fairly Good
Value Added Services Fairly Good

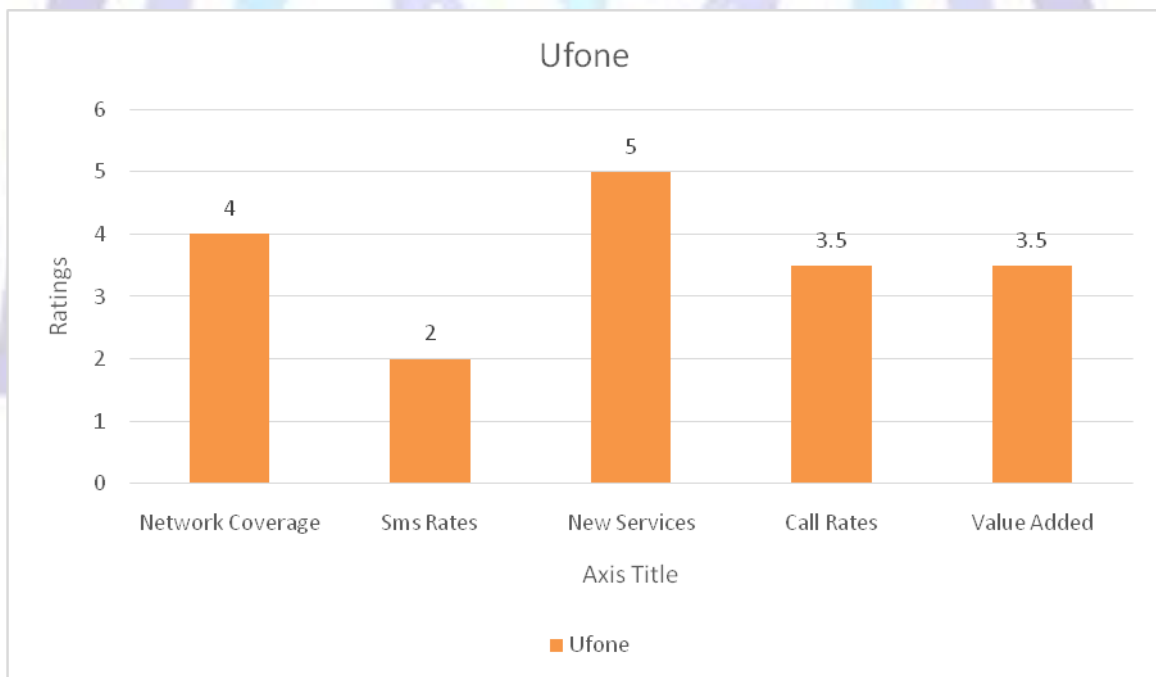


Fig: 6.12

The satisfaction level of Mobilink users according to my survey is,

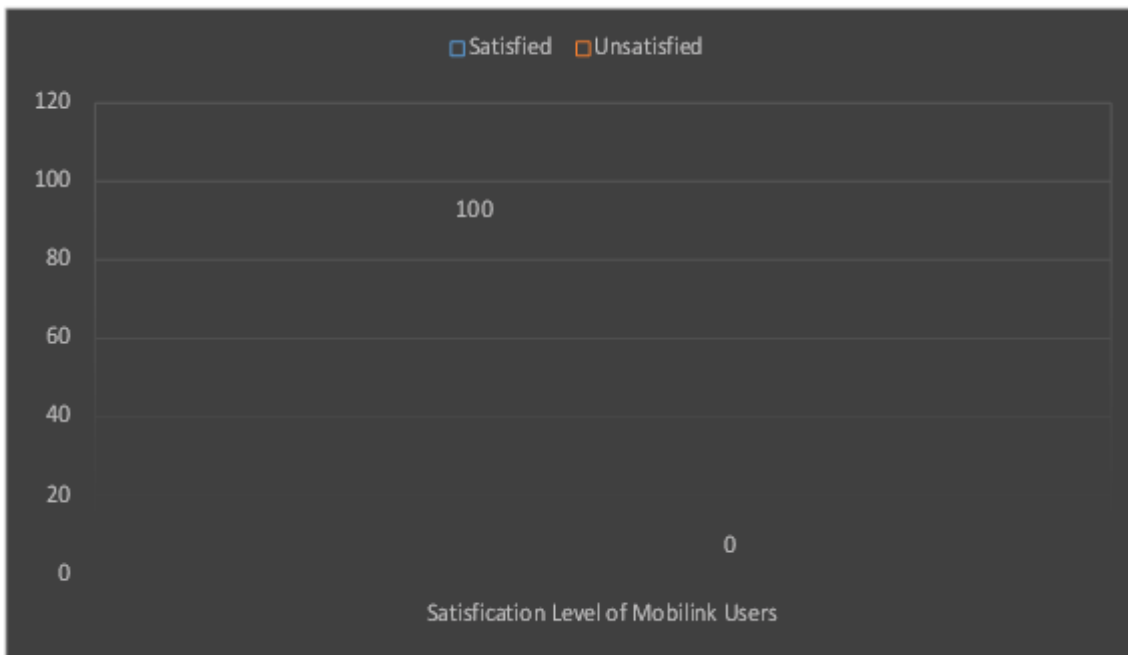


Fig: 6.13
Satisfaction level of Ufone users is

Fig: 6.14
People do not use Mobilink because of the following,

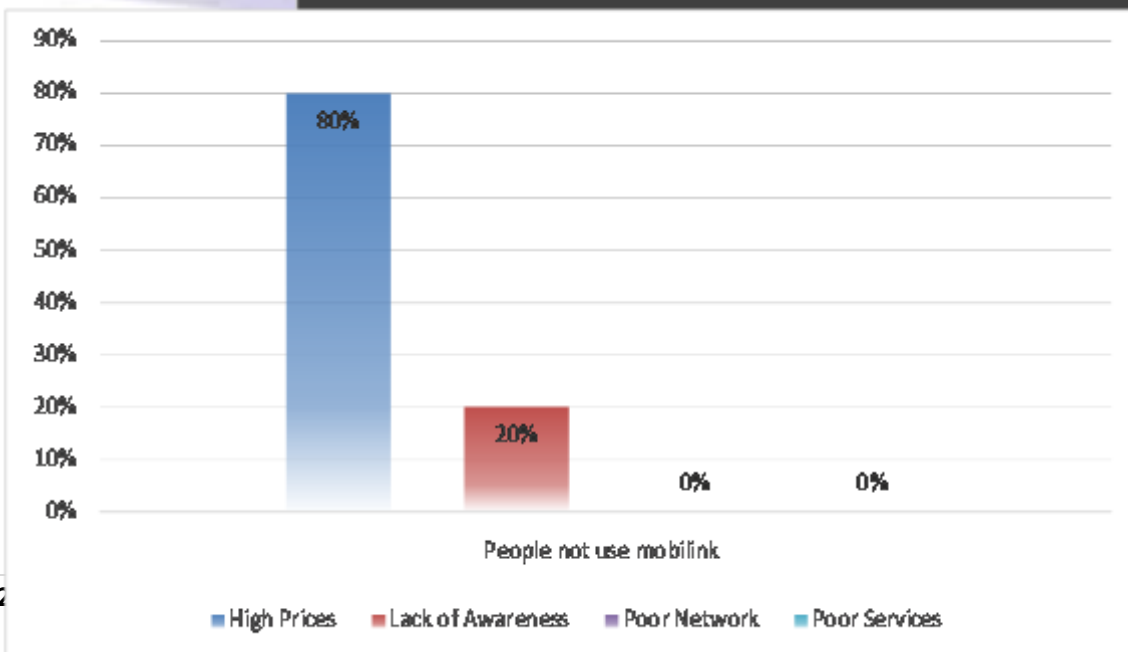
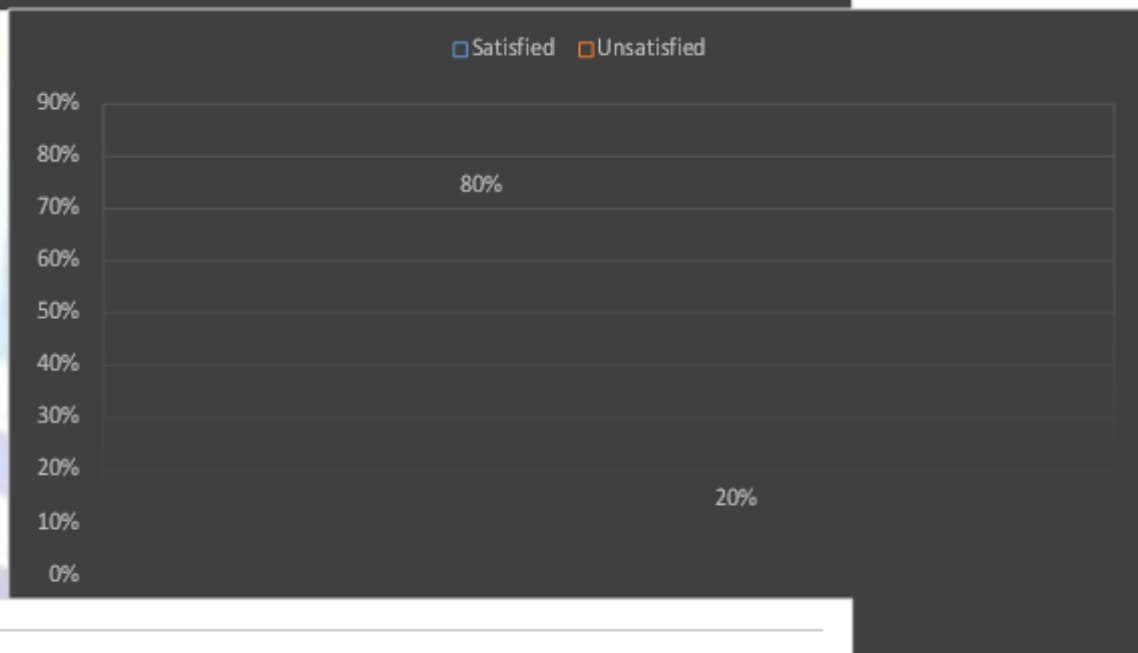




Fig: 6.15

People do not use Ufone because of the following reasons,

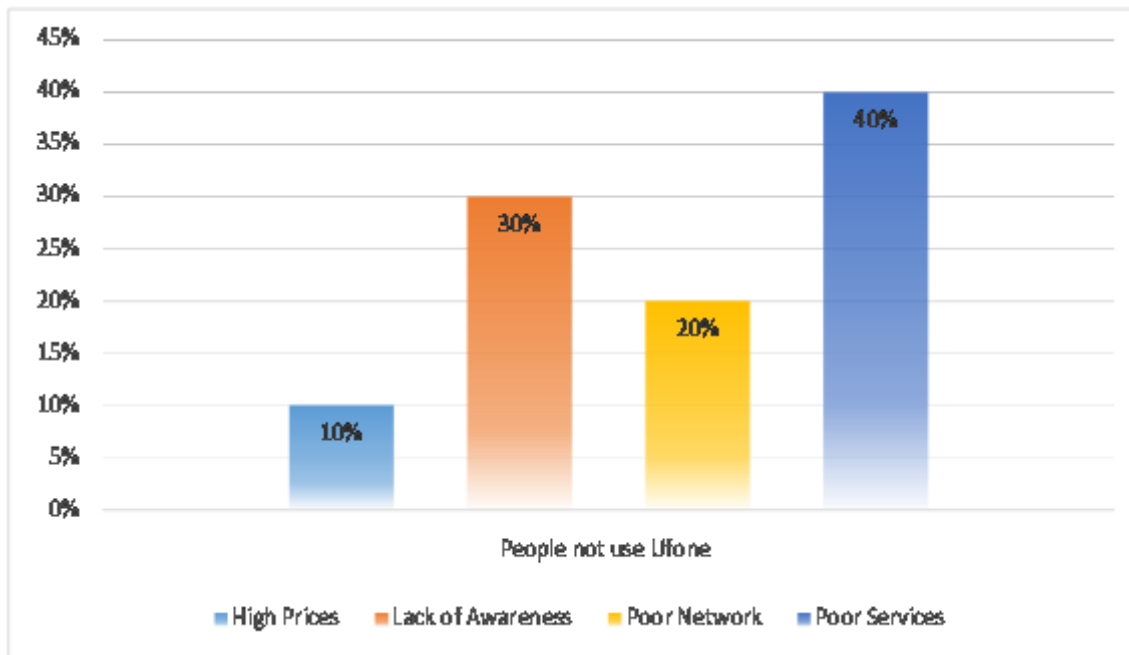


Fig: 6.16

Conclusion

According to research most of the people are Ufone users. & Some are Mobilink users. The ratio of prepaid customers of both network is higher than postpaid customers. People showed satisfied behavior towards Mobilink Network Coverage whereas people are not satisfied with Ufone Network Coverage. People use Mobilink are not satisfied with the call rates set by Mobilink, whereas the people using Ufone are much satisfied with the call rates set by Ufone. Mostly people use Ufone because of packages. The ratio of Mobilink users who attracts towards other network by watching ads is higher than Ufone users. Ufone attracts people more by advertisement of different packages as compare to Mobilink. The ratio of satisfied customers is higher in Mobilink. Ufone introduce more innovative services like Call block, Utunes, HisaabSms and etc. Most of the people viewed that CRM (Customer Relationship Management) of Ufone is not effective as Mobilink. People shows that the network coverage of Mobilink is Excellent whereas Ufone network coverage is Very Good. Sms rates of Mobilink are Fairly Good whereas UfoneSms Rates are Average. New services & offers is Average in Mobilink, Ufone offers Excellent new services & offers. In Mobilink call rates are Very Good, & in Ufone call rates are Fairly Good. Value added Services are Excellent in Mobilink, In Ufone Value added services are Very Good. Mostly people do not use Mobilink because of High prices & Lack of awareness. Mostly people do not use Ufone because of Lack of Awareness and poor network. Mobilink Users want to recommend their network to others. Some of Ufone users want to recommend their network to others.

References

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