

Future growth of the telecommunications company du



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In recent time Du united with UK telecommunication, Vodafone that is a huge corporation, in order to develop and set up their hold in U. A. E more drastically and professionally. Vodafone has by now created itself as one of the worlds largest mobile unit. Both the company's joining will be more helpful to the needs of the relevant customers in the U. A. E. Du has an advantage from the Vodafone's brand image and trustworthiness as well as understanding. The customers of Vodafone will in turn benefit from the Du by receiving an extensive coverage while roaming in U. A. E. The Du 3G network which is an advantage for the Vodafone users. For few years Du managed to meet the expectations,

Over the recent years, Du has managed to meet expectations bring together the appraisal, attain customer satisfaction and has also reached to gain a strong market grip in the U. A. E. It has brought to an end Etisalat's monopoly, which had an excellent run for over 30 years in the U. A. E. The expansion plans of Du have so far succeeded the potential and they are presently planning a \$681m investment to further more strengthen their hold in the U. A. E. market. Du ha also partnered with Orbit, E-vision and Pehla for their television service and is presently producing a big portion of the revenue for the corporation in return for its partnership strategy.

Recently, Nokia has announced that du, the UAE's second telecoms operator, is to offer Nokia Intellisync Wireless email to its consumer and business subscribers. The service, which will become available in 2007, is aimed at providing secure, easy to set up push email and Personal Information Management (PIM) functionalities for users ranging from individuals to enterprises

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Du has advanced in innovative techniques such as the launch of Fiber-to-the-home (FTTH) and Fiber-to-the-premises (FTTP) has permitted to give better quality and service to their customers by providing them with better broadband service and a high-speed data/phone service. This boosts the connectivity and clarity to help their customers. Du is presently in search of financing options for their investments and development plans. Du's internet service even consists of the Internet Protocol Television (IPTV) technology which is the next generation technology communications which will provide households with internet facility just like how televisions are connected. This infrastructure progress keeps them advanced and far ahead of Etisalat in terms of innovation, quality and service. Du has targeted specific consumer sections to provide to the needs and demands. They have planned to bring in the IPTV service to hotels and businesses to provide a video on demand or pay per view service to the customers. Market infiltration and competition forced Du to go through a business change more than a network transformation in order to further break in into the already saturated market. Du has a strategy to build up a quality asset library targeted to fulfill the needs of the masses. This hopefully is aimed to solve all the needs of home video entertainment. Du has also joined with Apple and Blackberry and is also concerned in the sales of their respective handsets. iPhone's new launch of their model, iPhone 3GS, this makes use of Du's 3G networks for mobile Internet facilities. The monthly fee, which Du charges is affordable on the basis on the exchange of data and Internet usage; they have developed dissimilar tariff rates for the consumers. Du will set up the IPTV network in 15, 000 new customer places in the next 6 months. As Dubai is quickly expanding and developing into a trade core and a monetary

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powerhouse, this moreover increases the opportunities for innovative and impressive companies like Du. Du further looks for partner with Alcatel-Lucent for the IPTV services for its years of priceless experience and a range of technologies to break from time-honored business models and to customized and innovative communication solutions

Recommendation

As we all are already aware Du has been able to capture the UAE market by a period of less than 3 years by storm and they were able to accomplish all this only because of their remarkable offers and marvelous promotional strategies. However in order to maintain a competitive edge over their rival, Etisalat they need to push the bar a notch higher either by increasing their coverage which is one of the areas that they lack to excel as well as their competitor or like their archrival they should probably try to expand their services overseas so that they can capture a greater market share and increase their customers loyalty not only in U. A. E but also capture the overseas market through their attractive promotional strategy

Better After $\frac{1}{2}$ Sales Services

After the purchase stage, the customer always expects its service giver for a good quality after sales services. Although du's after sales services are pretty good they could try to progress it more. Even though they have pre-recorded support services on their information number, they could have a little more operators online for 24 hours for any support services which the customers requires during any time of the day when they face any such

difficulties. This is an important aspect because its competitor Etisalat covers <https://assignbuster.com/future-growth-of-the-telecommunications-company-du/>

this agenda. Du can keep weekly or monthly lessons for all of its support staff as well as front desk staff regarding to the quality improvement, you can ask queries and keep them aware of the product lines. One aspect which du lacks is that the customers have to go to the offices to settle their bills, unlike its competitor who gives it customers the option to pay their bill either online or through the automatic machines which are located at many places.

Service Quality

The Du service has to ensure to keep its quality standards well maintained. This is rather important because if the customers were satisfied with the services they would be likely to advise the service to the people whom they know. Du has previously gone through such a situation in its first launch stage of its mobile services. During the first stage of its launch the network function for outgoing calls and incoming calls was very awful. Many customers faced problems by this situation. The network was seemed to be not reachable most of the time, but still Du has taken good care of the situation then and therefore the quality of the network is on its best. However still there are a few parts of the country which face low function problems.

E- Services

Du should bring into thought the e-services. Although its website which gives all the details of the services granted by the telecom provider, it must include services such as online bill payment, as stated above and also

provide its customers an option of subscribing to its services through the internet as this saves a lot of time of both the customer and the corporation.

Wider Market share.

Du must try to fix up an agreement with the authority and attempt to strike a treaty to allow the access to all the areas in the country to provide Internet services apart from the free zone areas. The company would then get a wider market share and a larger customer base.

Conclusion

So everything in to a nutshell, it's clear that Du has managed to attract and gain customers in U. A. E competing with U. A. E is traditional and leading rival Etisalat. Du have gained a reasonable share of market and they achieved all this through building a brand image, by giving promotional offers, differentiating it from its rival and so on but they should not forget they have long way to go and many goals to achieve. Concluding the report with a briefing about strengths & weaknesses & opportunities- threats faced by du, that is SWOT analysis.

Strengths:

As it is mentioned differentiation is strategy followed by du by separating its service from the rival giving promotional offers, pay per second policy etc.

Weakness:

To mention one major drawback it is that du does not have good coverage of service comparing with its rival Etisalat and many customers prefer Etisalat over du due to this problem.

Opportunities: Du can align with other major giants in telecom sector to come up with better strategy and technology to cover more area and give better service.

Threats:

Until Du entered the market Etisalat was having monopoly in the market and so the only current competitor is Etisalat but may be in future there is chance other telecom giants can step into market