

Vision and mission of dialog telekom limited marketing essay



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Strategic intent: strategic intent is about the organization which it want to achieve its vision. It is a statement that stated in present terms of design for creating desirable future. Strategic intent is about vision of company's of what it wants to achieve long term. Strategic intent is about clarity, focus and inspiration

many types of goals exist in organization, and each type performs a different function. However, to achieve success, organizational goals and strategies are focused with strategic intent. Strategic intent means that all the organization's energies and resources are directed toward a focused, unifying, and compelling overall goal. Examples of ambitious goals that demonstrate strategic intent are komatsu's vision to " Encircle Caterpillar," canon's to " Beat Xerox," and coca-cola's " to put a coke within ' arm's reach' of every consumer in the world. Three aspects related to strategic intent are the mission, core competence and competitive advantage.

Vision and mission of Dialog Telekom Limited

Vision:

To be the undisputed leader in the provision of multi-sensory connectivity resulting always, in the empowerment and enrichment of Sri Lankan Lives and Enterprises

Mission:

" To lead in the provision of technology enabled connectivity touching multiple human sensors and faculties, through committed adherence to customer driven, responsive and flexible business processes, and through the delivery of quality service and leading edge technology unparalleled by

any other, spurred by an empowered set of dedicated individuals who are driven by an irrepressible desire to work as one towards a common goal in the truest sense of team spirit.”

Strategic intent of Dialog Telekom: strategic intent of earnings and securing future growth via convergent technology related business lines will materialize in the medium term through the new business line seeded within DTL subsidiaries:

Dialog Broadband networks(DBN)- currently engaged in the build out of a CDMA bases fixed WLL Network and WiMax technology based Broadband Wireless Access infrastructure aimed at exploiting the severely under-penetrated broadband internet sector

Asset Media Group- recently commenced a satellite based pay television services targeting the future earnings potential of the similarity under-penetrated pay television market.

Customer service plays key role none of the service provider in the country follows the customer service. Dialogue Telekom has dedicated staff for customer services of over 150 service professionals, the company provides 24X7 online support for all its services to its customer.

Porter’s Value Chain Analysis:

Value chain analysis proposes a system view of the organization composed of stages in a transformation process with inputs and outputs to each of the distinct stages. Michael porter, Michael porter introduced the concept of the value chain, defined value as ‘ the price that a customer is prepared to pay

for an offering'. Profit is the difference between this value and total costs to the enterprise of providing that offering. Value chain analysis divides an enterprise into a chain of activities and each element, or link, in the value chain delivers a part of the total value to the customer and contributes part of the total profit. The purpose of the value chain analysis is to measure the value delivered and the profit contributed by each link of the chain. One concern of the strategy is to focus attention and resource onto those parts of the value chain from which the majority of the value comes and reduce or perhaps subcontract those parts that contribute little value to them. A value chain is a combined set of value creating activities starts with raw materials coming from suppliers, serial set of activities involved in producing and marketing a product or service and ends with distributor finally goods are into the hands of the ultimate consumer.

Porter's value chain model described five value generating ' primary activities', namely

Inbound logistics: inbound logistics are several activities related with receiving, storing, and widely knowing inputs to the product, such as material handling, warehousing, inventory control, vehicle scheduling, and returns to suppliers.

Dialog Telekom manage widespread activities to Telekom business needs. Logistics service in telecom sector is mainly needed for infrastructure i. e network development. Dialog Telekom has wide range of signals all over Srilanka. Services provided to customers comprises of inbound logistics.

Supplier relationship with industry and order management, relationship with supplier and physical help in open case inspection of received material

Operations: the following activities commence with transforming inputs into the final product from, such as machining, packing, equipment maintenance, testing, printing and facility operations.

Dialog Telekom has achieved trail in research & development and new technology their operations are gprs (general packet radio service) in 2001 one of the key element of dialog telekom is 2. 5G GSM is a major inventory & major step towards 3G , offering data speeds which is higher than the usual, packet based data communication, MMS multimedia messaging and many value added applications.

Outbound logistics: outbound logistics are several activities related with collecting, delivery vehicle operation, storing and physically distributing the product to buyers, such as finished goods warehousing material handling, order processing and scheduling.

Hub or warehouse management, pick and pack of material, BOQ audit, inventory management, IT Solutions: WMS, periodic inventory audits and freight management

Marketing and sales: activities associated with providing a means by which buyers can purchase the product include advertising, promotion, sales-force, quoting, channel selection, channel relations, and pricing.

Service: activities associated with providing services to enhance or maintain the value of the product such as installation, repair, training, parts supply and product adjustment.

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Competitive strategies

A set of activities creating a unique and valuable position

A strategy to meet and rise above competition

A distinct and sustainable advantage over competitors

A strategy bringing both profits and market share to the firm

Lower cost strategy: the ability of a business or a company unit to design, produce and market a comparable product more efficiently than its competitors

Differentiation strategy: the ability of a business or a company unit to provide a unique or superior value to the buyer in terms of product quality, special features, or after sale service

Cost leadership: the cost leadership strategy is an integrated set of actions taken to produce goods or service with features that are acceptable to customer relative to that of competitors " firms using cost leadership

strategy commonly well standardized goods or services to the industry's most typical customers

Differentiation: a company pursuing a differentiation business model pursues business-level strategies that allow it to create a unique product, one that customers perceive as different or distinct in some important way. A differentiation gains a competitive advantage because it has the ability to satisfy customers needs in a way that its competitors cannot, which allows it to charge a premium price for its product.

Cost focus: a cost leader is not always a large, national company that targets average customer. Sometimes a company can pursue a focused cost leadership business model based on combining the cost leadership and focused business-level strategies to compete for consumers in just one or a few market segments. Focused cost leaders concentrate on a narrow market segme

Differentiation focus: a company that pursues a business model based on focused differentiation chooses to combine the differentiation and focused generic business-level strategies and specializes in making distinctive products for one or two market segments. All the means of differentiation that are pen t the differentiator are available t the focused differentiator. The point is that focused company develops a business model that allows it to successfully position itself to compete with the differentiators.

Dialog Telekom follows cost leadership strategy & differentiation, they are the price setters they operate wide variety of applications like value added services gprs (general packet radio service) in 2001. one of the key element <https://assignbuster.com/vision-and-mission-of-dialog-telekom-limited-marketing-essay/>

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