

Mobilink is also
known as pakistan
mobile
communications
marketing essay



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Introduction of Task 1 :-

In this task we have to discuss about the three companies that what structure they have and also what are their History, Objectives, Vision, Mission and their stakeholder analysis.

For the completion of this task I have chosen three companies. These companies are as under;

Mobilink

Royal Bank Of Scotland

Emirates Airline

Background History of these companies and their mission, Vision statement and the structure of these companies is as under.

1. Mobilink

History:-

Mobilink is also known as Pakistan Mobile Communications Limited. Mobilink is a Mobile network service provider in Pakistan. Mobilink has almost 30 million subscribers by December 2009, as per Pakistan Telecommunication. The Head office of Mobilink is situated in Kalsoom Plaza F-5 Blue area Islamabad.

Motorola has launched its services in 1994 as the first Mobile service in Pakistan under the name of Mobilink later it comes under the flag of Orascom which is a multinational company in Egypt.

In Pakistan Mobilink is the biggest Mobile phone service provider company according to the annual report 2010 of Pakistan Telecommunication Authority. Mobilink is offering two brands for its subscribers with the name of Mobilink Indigo and Jazz. Mobilink Indigo is Postpay service and Jazz is pay as you go service.

Employees:-

Mobilink has 5000 employees, those are deployed on different sites of the Mobilink in different cities, and the strength of its employees is increasing day by day.

Business Strategy of MOBILINK:-

MOBILINK is official partner of Pakistani Cricket Team and it also organize allot of tournament regarding sports and other social actives. Like MOBILINK music gala Programmed which is the first ever live music programmed and got awesome appreciations for the audience which boosts the MOBILINK credibility.

To support the new spirit and to reinforce its commitment, MOBILINK offered ' free' nationwide calls to the people of Pakistan. This unprecedented response to free calls on 14th August was a heartwarming experience as it reassured the faith of MOBILINK customers in our services, making them even more aware of their responsibilities towards putting that customer comes first.

MOBILINK is also giving very low rates for calling to other networks and even on landline. MOBILINK also introduce late night packages which attract the youth to talk with their friends in late night hours.

Mission Statement of Mobilink:-

‘ To make happy our customers through giving them good and reliable service plan. Mobilink believes that there are some promising economic form to serve rising markets while achieving the rationally priced excellence. Mobilink is in race to serve the biggest promising number of subscribers, cover the most greatly populated countries in the world. Mobilink believes that by setting up themselves as a main cellular service provider, and Mobilink will rebuild the new markets for the cellular companies’.

Vision Of Mobilink:-

The vision statement of Mobilink is “ To become the number one company in Mobile Phone Service provider in Pakistan through introducing new services, giving good service across the Pakistan, and giving the new Communications ways to their customers and meet the expectations of the customers”.

Organizational Goals & Objective :-

Every company has its own objectives and goals, and it follows some business strategies which helps in achieving the objectives and goals of the organizations. Through setting up the objectives and goals every organization can concentrate on the specific agenda of the company.

Following is the checklist which helps while setting up objectives:

Make the objectives matrix: It means that you have to know that how you will produce the well organized and well managed objectives and how you will measure them that these should be the company objectives.

Concentration on Persons: It means that during the developing of goals and objectives you should be realistic and setup the objectives those are realistically achievable for the partner and the employees of the company.

Advantages of Competitive:-

Competitive advantage means that the company have some extra features which distinguished that company to its competitors. So, the Mobilink has so many feature which distinguished it with its competitors. Like Mobilink has good network across the Pakistan, and even giving very good rates on international Roaming. The main difference among the Mobilink and other companies is that Mobilink offering Mobile PCO in every town and city in Pakistan. Which makes it difference to other companies.

Mobilink Core Competencies:-

Mobilink has its own core competencies, which make it different from others. Core competency means that Mobilink has launched something innovative and new which has never been launched any other company. Mobilink is offering miss call message service, which means if the mobile is out of service or not responding when someone call then after getting the service it will show that how many miss call you have received.

Stakeholder Of Mobilink:-

Stakeholder means that the individual those are participating in the company progress through capital, giving the services and time.

Mobilink stakeholders are as under;

Orascom

Management

Customers

Shareholders

Mobilink Employees Union

2. ROYAL BANK OF SCOTLAND (RBS)

Background History:-

The UK based bank, is providing the world's No. 1 and best banking services across the world and that is Royal Bank of Scotland Group. In 2000, RBS takeover the National Westminster Bank, and it growing up day by day, making its offices and branches in throughout the world. RBS group becomes the fifth biggest bank of the world through having the market capitalization and second biggest bank in Europe.

Within the UK the Royal bank has largest network of bank branches where they deal with the thousand of their customers and proving them quality services.

It was started its services from Edinburgh in 1728. RBS opened its 1st branch in 1783 at Glasgow and make a big chain of its offices across the Scotland. RBS opened its further branches at London in and after 1920 it has a large no of branches in England.

The RBS has very good and efficient branch network in the world. It is the pioneer bank in the banking sector, so it has a historic distinction. It has more than 4000 branches in the world. It is also practicing in the Asia and America. In Pakistan it takeover the ABN AMRO bank in 2007 and starts with the under the flag of Royal Bank of Scotland. It also take over the other ABN AMRO branches in the Africa. RBS having a very skilled and a very professional staff for the customer services, and providing the corporate level banking for the companies and the individuals.

Mission Statement Of Royal Bank Of Scotland:-

Mission statement of RBS is as under;

“ To convey better-quality and prolong value and we will progress and increase the business with reliability and sincerity, by delivering finest fiscal results within evidently clear business principles”.

Vision of RBS:-

“ The Vision of RBS is to make value for its customers. The main relationship approach is a stable focus on the monetary services needs of the Bank customers. It can be possible through incentive and giving good services by RBS management which we understand the value, ensuing in highest profitable value for our shareholders”.

Core Value of RBS:

The core value of Royal Bank of Scotland are as under through which they maintain their good services;

RBS give the value of the individual through sincerity and patience of divergence, reliable and understanding the manner in which we communicate.

RBS shows its anxiety for people, those are not as good as they should, and try to give them the training for the progress.

RBS believes that open and honest debate is the appropriate process to test decisions, seek consensus and accept responsibility.

RBS is a Bank in which you can use you new and creative thoughts and come forward through performance.

RBS will try to make the China as its client, having the obstinacy and self-belief to challenge gathering.

Royal Bank always in search of talented and passionate people, who having the innovative thoughts through which Bank can easily achieve its objects and goals.

Employees of Royal Bank Of Scotland:-

Total no of employees working under the management of Royal Bank of Scotland across the world is 141, 000.

Business Strategy of Royal Bank of Scotland:-

RBS is offering a range of customer services. Some of those are as under;

1. Mobile Banking
2. Agricultural Sector Financing
3. Online Banking
4. Debit and Credit cards
5. Online Help Desk
6. Globalization or Internationalization
7. Corporate and Institutional banking
8. Van Gogh Preferred Banking
9. Business banking

Competitors Analysis:-

RBS has so many competitors into the market. Some are very strong and well managed organization. Some of those are as under;

Barclays Bank

HSBC

Lloyds Bank

Bank Al-Falah

Stakeholders:-

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Management

Customers

Shareholders

Employees

Financial supporters

Management of Royal Bank:-

RBS manages its staff very well. It also maintains a very healthy environment for its workers and other staff.

Levels of Managers:-

The different levels of the Managerial staff of RBS is given in the chart below

CHIEF EXECUTIVE

GENERAL MANAGER

REGIONAL MANAGER

AREA MANAGER

RBS Culture:-

RBS has a very strong culture. It uses the technique of adopting the culture of the country it is in. This has a very strong and intense effect on its employees. Since the size of the organization is very big they share a very different culture in the different countries. This also helps the bank in increasing employee commitment towards the bank.

3. Emirates Airline

Company History:-

Emirates Airline is the main airline of United Arab Emirates and it is working under the Emirates Group. Emirates Airline is the national airline of UAE, it is operating so many national and international flights across the world. The main headquarter of Emirates Airline is in Sheikh Zayed Airport at Dubai.

Emirates Airline is working almost in 60 countries and its operating 2200 passenger flights in a week. Airline is also operating world's longest nonstop commercial flights from UAE to San Francisco, Boston, and Los Angeles.

In 1980s, Gulf Air starts to cut the support of its services to UAE. So , then the Emirates Airlines was emerge as UAE national Airline in March 1985, and the main supporter of this company was Royal family of UAE, and Royal family also providing the two aircraft of Royal air Wing.

Emirates Airline is in world top 10 airlines in ranking because of its passenger services, its air busses and revenue, it is also 1st Asian airlines for generating more revenue. In 2009 the Emirates airline was the sixth biggest airline in the world for carrying the international passengers

Skytrax which is the research consultancy voted the Emirates airline as eighth best airline in the world in 2010. In the aviation industry Emirates has built up a strong brand name, especially in the mean of service brilliance, attached with reliable success.

Core Values of Emirates Airline:-

The core values set by Emirates Airline to keep standard are as under;

Excellence

Innovation

Customer Fixation

Teamwork

Community

Fun

Competitors Analysis:-

There are so many competitors for the Emirates Airlines some are as under;

British Airways

PIA

Air India

Gulf Airline

Singapore Airline

Business Strategy of Emirates Airline:-

Emirates Airline is very big organization which provides very good and fast services for its customers. It is operating its flights almost 60 countries across the world. Emirates Airline is accountable for as long as world class service to Small Business customers by resolving customer investigation

during several contacts, channels, including booking in Hotels and residence for its clients. This strategy having some main points which are as under;

Give the entire clarification and pleasure of their clients.

Give the world class service to all of their clients in a client centric environment

Inform customers on products; help customers to be booming.

Task 2

In this we will choose a company analyse what strength and weaknesses it has. In this task we will discuss what type strategic problems a company have in achieving its objectives and goals. And at the end produce a concise report which presents the outcomes of the management strategy. We will analyze the strength and weakness of Mobilink and also give the proposal that what should Mobilink do for the betterment of services and how it can be the best in the field of telecommunication.

Why this Research Proposal:-

Mobilink needs to provide DSL internet service and 3G mobile Net service for its customers. Because of this service they can get the more benefits and revenue from their customers, and this will give them edge from its competitors.

Importance of 3G & DSL Internet:-

This research will help the management of the company to understand that there is need of DSL internet service for grabbing the new customer's intention.

Research objectives:-

Mobilink can earn more capital if they starts DSL service and 3G service for its customers.

Highlight the importance of DSL and 3G service in Mobilink.

Understanding the value of DSL and 3G service in Pakistan.

How persuade the lack of internet and 3Gsystem on the performance of the employees working in Mobilink?

SWOT Analysis

Strength

Weaknesses

Opportunities

Threats

Strengths

Firm strengths are its resources and capabilities that can be used as a basis for developing a competitive advantage. Examples of such strengths include:

• Complete infrastructure available

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• Strong brand image.

• Reliable business division to support their customers.

• Being the oldest international telecom company, Mobilink has captured most of the potential customers by penetrating in the early stages of market development. (Now 28million).

• Covers whole and key areas of Karachi with broadband services.

• Good marketing strategies

• Joint ventures with well-known banks like MCB, Citibank for Mobilink Banking, Mobilink Genie, etc.

• Link Dot Net DSL service provider across 22 cities of Pakistan has now amalgamated with Mobilink Infinity.

Weaknesses:-

The absence of certain may be viewed as a weakness. For example, each of the following may be consider weakness.

• High equipment cost

• Due to less experience of WiMAX, the Engineering department of Mobilink infinity is not that well competent as compared to its competitors.

î€) With first expanding customer based customer care facilities need to be expended simultaneously for customer retention alongside switch capacity networks coverage.

î€) Mobilink Infinity is only covering Karachi market where as its competitors have launched their services in many cities in Pakistan like Wateen is covering 22 cities of Pakistan.

Opportunities:-

The external environmental analysis may reveal certain new opportunities for profit and growth. Some examples of such opportunities include:

î€) Due to poor wired infrastructure, wireless has a lot of chance.

î€) Potential opportunity is there as telecommunication has become the need of people all around the world.

î€) The fourth expend its networks in the areas where other network have been unable to reach.

î€) To bring in more innovative services like Mobilink PCO, Mobile banking lost /stolen phone information etc. this can be done by hiring fresh and competitive staff.

î€) To bring business opportunity in Mobilink infinity, they need strong business marketing strategy.

Threats:-

Change in the internal environmental also may present threats to the firm.

Some examples of such threats include:

- î€) Increase in Rupee to dollar parity, unknown political scenario, worsening security situation.
- î€)Biggest threats are the new competitors like Wi-tribe who recently entered in telecom market of Pakistan.
- î€) Employees retention is also issue of concern for Mobilink infinity as most of the employees get attracted by the more handsome salary paid by recently happenings multi-nationals.
- î€) Loss of loyal customer can be one of the issues as they are moving toward the less expenses package of competitors.

Business Strategy for MOBILINK:-

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To support the new spirit and to reinforce its commitment, MOBILINK offered ' free' nationwide calls to the people of Pakistan. This unprecedented response to free calls on 14th August was a heartwarming experience as it reassured the faith of MOBILINK customers in our services, making them even more aware of their responsibilities towards putting that customer comes first.

Importance Of DSL and 3G Service:-

Mobilink is having very good structure and good network throughout the country. Its customers are very keen and loyal to the company for its best rates, network coverage and other facilities, but the company is lack of internet service which causes to harm its revenue and company is losing its customers.

DSL internet service and 3G service is very important to live in the Mobile service providing market. Because the mostly companies which are core competitors of the Mobilink are already providing the broad band internet and 3G mobile net. So, the customers of Mobilink switching themselves to other companies. Mobilink have to take some bold steps for installing the broad band internet service and 3G internet mobile service to keep its customers with them.

The Management of Mobilink should install the DSL and 3G service for its customers.

Mobilink is having best network coverage in the Pakistan.

More customers as compare to other cellular companies.

Newly media need of good internet facilities because of news importance.

Task 3

Introduction of Task :-

In this task we will discuss about the every organization's cultural, environmental, ethical, social behavior and the background history of

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organization. In this task we will discuss each the core values and make report which shows values, cultural and social background of the each company.

Organizational Behavior:-

Organizational Behavior or culture is the research and function of information about how individuals, persons, people and groups proceed in organization. It can happened by systematically approach.

In this project, organizational behavior or attitude encompasses a extensive variety of topics that are being practiced in Mobilink Telecom, such as human behavior, change, leadership, teams etc. Characteristics:

Improvement and risk taking, Interest to detail, Outcome direction, People course, Team direction, Assertiveness, Strength

The factors that have influenced organizational Culture:

History and Owner ship:-

The one-person business, the family business, the small-group entrepreneur will determine influence, power, style, due to its centralized ownership.

Size:-As the enterprise grows and expands, tight ownership and control may dwindle and others will start influencing style and culture.

Technology:-High cost, high Tec high touch, fast changing technologies like in telecommunications might require a more flexible culture than those technologies are expensive (machinery) where a more formal, well structured culture will be required.

Functions of Culture:

Define h boundary between the one organization and the other.

Convey a sense of identity for its members.

Facilitates h generation of the commitment to something larger then self-interest.

Serves as a sense-making and control mechanism for fitting employees in the organization.

The cultural web as instrument in analyzing the elements of the Organization Culture.

Story:

What people talk about, what is defined as success, Failure?

Routines:

What is normal way of doing things, procedures ad practices?

Signs: symbols lay office size, size and type of car.

What is Social or community system:

Social or community system is a compound set of individual relationships which are interacting with each other in many ways. In a company it is very important that it must have social interaction among the employees and every organization should appreciate the social activities within the organization. Because it impact positive on the employees health and their attitude which helps to achieve the goals and objectives of the organization. Otherwise negative behavior of the member of staff can impact negatively and which can be harmful for the organization. It also does not limits' the organization to hire the employees within the country, Social system is also help to hire the staff from the other countries because it already have diversified business experience to being a subsidy of Orascom telecom.

Social system means the exchanges thoughts, culture and ideas. And practice among the employees rather they are from any religion. It influences human behavior, it also hits ideas and thoughts, it hardly ever enters into their mindful consideration.

Socialization in Mobilink:-

Mobilink is playing very good role in developing the social system and try to play the positive role in building the social network among the people in Pakistan. Every year Mobilink and the employees of Mobilink participating every social activity in Pakistan and if there is any need of help they contribute with the full of their passion.

Even now a days Pakistan is suffering from the flood disaster which is very big disaster than Tsunami. And Mobilink and its staff community backing up the people those are badly effected by this flood. And supporting them

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through fund raising schemes and also announcing that they will donate 10 million rupees and they also launch a SMS service for fund raising.

Mobilink also supporting the some fields in Pakistan those are as under;

1. Local arts & Theatre
2. Sports
3. Education

Mobilink also fund raising for the Cancer Hopital and generate the donations and get the donations across the country for the ZIndagi and Sahara trust.

A Month before Mobilink launch a SMS service for the flood effectives and contribute in very large scale for the rehabilitation of 2005 earth quick.

REPORT

Outcome of Strategy from Stakeholder Feedback.

Date: 04-August-2010

From: Ch Asif Hussain

To: The Company CEO.

Subject:- Report on final outcome of Strategy.

Outcomes of the Final Strategy

What is the Management Prob

lem

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There are some issues related coverage and planning in some areas of Sindh & Punjab.

Activation and security charges are high for new connection, due to this most of the customers are not interested to buy CPE (Customer Premises Equipment) of Mobilink Infinity.

The Voice over IP service is not up to the mark and usually there are disconnection problems.

Limitations:

At this time, Mobilink Infinity services are available only in Karachi.

Main rival is WATEEN, currently providing WiMAX services to 22 cities which is the main reason of Mobilink Infinity to lag behind.

Final Strategy by Mobilink?

Mobilink is spending millions of amount each year on advertising through TV channels, news papers, bill boards, brushers and so on to tell the consumers about the company and its products, Mobilink hire top models and popular people like Film stars, Music bands, Sponsored award shows.

Mobilink differentiates the market offering to create superior customer value, once a organization has selected a preferred location it strips to deliver and target the customers. Mobilink has differentiation its products by doing different activities as follows:

Price affordability.

Hire famous personalities for commercials

Values of Mobilink:-

Customer's Pleasure:-

Mobilink think that customers are the strength company. Customer have the believe and trust on the Mobilink so we should give them our best in the response and give them good and quality network service also never harm their trust which they have on Mobilink. So, keep the transparent charges policy.

Business Distinction:-

Mobilink is doing its best for the quality of the service. Mobilink is giving the best of its services to its customers than all other companies. Mobilink is also giving very cheap and good calls and sms rate for its subscribers.

Belief & Honor:-

In Mobilink, we feel honor that we are the part of Mobilink because it is reshaping the communications market and also providing a range of social activities which make the environment of the company awesome..

Value for Subscribers:-

In Mobilink, we give respect and honor to our customers and because this is the main strategy that to give the respect and value to the customers because they are the main strength of the company.

Social Responsibility of Mobilink:-

Mobilink has some social responsibilities because it is the leading cellular service provider company in Pakistan. Mobilink contributes to admirable reasons and are devoted to the expansion and development of the society.

Task 4

Introduction of Task 4:-

IN this task we have to cultivate the Mission and vision statement of the selected company, and give the presentation that how a company does work and what is the procedure during the making of vision and mission statement of a company. My selected company is Mobilink (GSM) so, I will cultivate some new vision and mission statement for the company.

DEFINITION OF MISSION STATEMENT

‘ The mission statement should be a clear and brief demonstration of the organization’s intention for reality. It should integrate socially significant and assessable criteria address the meaning of such as the ethical norms and the state of the company, public image, the target market, services, the geographic domain and opportunity of expansion and success.

The aim of the Mission Statement should be the first deliberation for any member of staff who is evaluating a planned assessment. The report can series from a very easy to a very composite set of ideas’.

How To Cultivate A New Mission Statement

Market Analysis:-

In today’s modern business world, marketing plan is playing an important role. Mobilink Infinity has a number of competitors in the broadband industry; need to use their marketing plan and strategies effectively to attract customer loyalty.

The major ways in which Mobilink Infinity markets itself and its products are through the following ways:

Electronic

Print

Mobilink’s Mission Statement:-

‘ To assure all statement needs of the increasing markets. Mobilink believes that there are some possible financial ways to serve rising markets during
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the availability of reasonably price value. Mobilink also believe that by the ranking ourselves as the main cellular service provider, we are rebuilding the future of the markets’.

Vision Of Mobilink:-

The vision statement of Mobilink is “ To become the number one company in Mobile Phone Service provider in Pakistan through introducing new services, giving good service across the Pakistan, and giving the new Communications ways to their customers and meet the expectations of the customers”.

Cultivation of Mobilink’s Vision:

In 1995 Orascom takeover Mobilink in Pakistan, after that Mobilink change its structure and come in the market with new vision and expand its network across the Pakistan.

This was the management change into the Mobilink and Mobilink have to rebuild it new vision statement to grab the attention of its existing and non existing customers, and the new vision statement should be the ‘ Mobilink is Providing the Link to communicate with the people’.

Making of Mission Statement for Mobilink:-

‘ To assure all communication needs of the developing markets. Mobilink is in race of to serve the major promising number of subscribers, give its service to the most deeply populated countries. Mobilink is reshaping the future of the markets’.

Task 5

Introduction of Task 5:-

In this task we will discuss about the objectives and its benefits for the companies. We also discuss that setting of objectives for any organization make it profitable and give it the boost to move forward. So, Mobilink is also working on that way, means Mobilink is also setting its objectives and try to achieve that goals and objective in the decided time period. Because of this strategy Mobilink is going higher and higher in the telecom sector in Pakistan.

MOBILINK Objectives

MOBILINK is a Mobile network service provider company in the country on affordable prices, and ensuring that they are providing their services throughout the country. Since exclusivity decisions/departments. The strategic goal of Mobilink Infinity is:

“ To become the largest broadband services provider in Pakistan”

Objectives Setting:-

Objectives lead the company that how to achieve it and how to move forward. While setting up goals and objectives company management should restrict during the process of achieving set goals and objectives.

Operational Goals:

The specific fallout predictable from department, work group and persons are the operational goals, like the duty of the sales manager to make sure the sale of thousand customer premises equipment (CPE) per month.

Effective Goals:

During goal formulation, the top management of Mobilink Infinity considering the following characteristics to make the goals effective

• Specific and measurable

• Cover key result areas

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