

Impact on the consciousness of airtel cellular services marketing essay

[Environment](#), [Air](#)



The project is a wide-ranging report on how the Airtel Company markets its strategies and how the company has been able in undertaking the present tough contention and how it is coping up by the allegations of the quality of its products. The report begins with the history of the products and the introduction of the Airtel Company.

The project aims at understanding the marketing strategies at Airtel and its impact on the consciousness of Airtel Cellular Services.

Research has established resolutely that it is far more costly to win a new customer than it is to maintain an existing one. And there is no better way to keep a customer than to surpass his expectations. For this purpose it is necessary to know the level of customer satisfaction. The focal point of my research was the measurement of customer satisfaction level for the services provided by Bharti Airtel. I also tried to outline main points of marketing strategy and Product Policy along with Environmental Analysis of Bhati Airtel Enterprises.

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Introduction of Marketing Management:

Any time one tries to convince somebody to do something- to buy his product, contribute for some charitable purpose, or vote some candidate, or attend a dramatic show, or accept a social date with him-both of them are said to appoint in marketing. Essentially, marketing exists in any type of economic system and in any stages of economic development except the most prehistoric situation where the individuals are economically self

adequate and trade or exchange does not exist. Marketing is all invasive in the present day world.

Marketing begins with the fundamental idea that most human behaviour is purposeful pursuit for need satisfaction and this activity is rooted in “exchange” belief. Marketing requires the continuation of two or more persons or groups each having certain wants and also possessing certain product.

“ Society can only exist when a large number of people want something a few people have. It is necessary for both groups to be mutually aware of this need.”

The process of planning and executing the commencement, pricing, promotion and distribution of ideas, goods and service to create exchange that satisfy individual and organisational goals. Several key ideas are expressed in this definition. First marketing is a managerial function involving both planning and implementation. Thus, marketing is not a group of unrelated activities but takes that are planned and executed to attain identifiable objectives. Second, marketing involves the management specific elements or function: product, pricing, promotion and distribution.

A brief history about Airtel Company:

Incorporated on July 7, 1995, Bharti Airtel Ltd is a division of Bharti Enterprises. The businesses of Bharti Airtel are structured into two main tactical groups – Mobility and Infotel. The Mobility industry provides GSM mobile services in all 23 telecommunications circles in India, while the Infotel

business group provides telephone services and Internet access over DSL in 15 circles. The company complements its mobile, broadband, and telephone services with national and international long-distance services. The company also has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore. Bharti Airtel limited is a leading global telecommunications company with operations in 19 countries across Asia and Africa. The company offers mobile voice & data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long distance services to carriers. Bharti Airtel has been ranked among the six best performing technology companies in the world by business week. Bharti Airtel had 200 million customers across its operations.

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As of September 2005, Bharti Tele-Ventures was the only company to provide mobile services in all 23 telecom circles in India.

By the end of October 2005, Bharti Tele-Ventures was serving more than 14.74 million GSM mobile subscribers and 1.10 million broadband and telephone customers.

Mr. Sunil Bharti Mittal, the founder-chairman of Bharti Enterprises is today, the most celebrated face of the telecom segment in India. Bharti Enterprises accepted every opening provided by this new policy to progress into India's largest telecommunications company and one of India's most respected brands. Airtel was launched in 1995 in Delhi. In the resultant years, as the

Airtel network expanded to several parts of India, the brand came to designate the very soul of mobile services.

Airtel provides a host of voice and data products and services, including high-speed GPRS services. Airtel also offers a wide range of 'post-paid' and 'prepaid' mobile offers, with a range of tariff plans that target different segments. An inclusive range of value-added, customised services are part of the unique package from Airtel. The company's products imitate a desire to constantly innovate. Some of these are reflected in the fact that Airtel was the first to develop a 'single integrated billing system'

Corporate Structure:

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Airtel Enterprises' Services:

The Company is a part of Bharti Enterprises, and is India's leading provider of telecommunications services. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) – mobile services, broadband & telephone services (B&T) and enterprise services. The Enterprise services group has two sub-units – carriers (long distance services) and services to corporate. All these services are provided under the Airtel brand. Its include-

Voice Services

Mobile Services

Satellite Services

Managed Data & Internet Services

Managed e-Business Services

Marketing Plan of Bharti Enterprises (Airtel):

SWOT Analysis of Airtel:

Following is the SWOT analysis of Airtel-

Strengths:

Cost recompense

Current leaders in superiority service

Largest allocation network

Ability to commonly innovate

Highly skilled labour force

Entrepreneurial impatience

Airtel's increased equity and market limitation

The only Indian operator other than BSNL that has an international submarine cable.

Weaknesses:

To prove consistency

Price weight

Require for government support

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Attentiveness

Sales and marketing

Price war from BSNL and MTNL

Opportunities:

To sustain passion and oath

Airtel's market share growing at other service provider expense. Thus, opportunities to rinse it out.

Conquer higher value services

Mutual business need to be explored

Straight up repeatable solutions

Low access level in rural markets

Massive market

Threats:

Overseas Investment

International drift moving from GPS to WLL

Look for universal sameness in telecom tariff

Competition from other cellular and mobile operator

Environmental Analysis of Bharti Enterprises (Airtel):

It is a methodical assessment of all 3 levels of the environment with at least three purposes:

Perceived imperative monetary, community, edifying, ecological, wellbeing, technological, and supporting tendency, situations, and events

Identifying the feasible occasions and bullying for the establishment inferred by these trends, situations, and events

Acquisition an specific understanding of your organization's strengths and margins

Escalating customer realization has raised potential and choral demands are being uttered for consumer rights; such political factors have in turn impacted the spirited environment by way of access of private players, sovereign guideline, and a strategy scaffold tilted towards a ' level playing field' for new entrants.

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A near surroundings testing indicates that the competitors are becoming vigorous resource challengers apart from applying mass as customer rivals. The customer has, useless to say, benefited from increased pick from within the communications services hamper itself.

Core Competence

Airtel core competencies are sales & promotions and as of now Airtel is leading brand in mobile services in India. Airtel have three big personality Viz. Sachin Tendulkar, Shahrukh Khan and music maestro A. R. Rahman for sanctioning there product and services at present Airtel is outsourcing there no capability function and try to fully focus on his core competency that is sales promotion.

Marketing Strategy and plan of Airtel:

Airtel to “ Touch Tomorrow” with a new brand vision

The Bharti Mobile expectant Air Tel cellular will go in for moving its sort image. The new brand viewpoint is described two split fashions- the tag line “ Touch Tomorrow”, which highlights the leading theme for a new brand vision, followed by “ The Good Life”, which emphasize a more caring, more customer centric organisation.

Aimed at re-engineering its likeness as just merely a cellular service provider facial appearance all out information communications services provider, Touch Tomorrow is meant to embrace the new cohort of mobile communication services and the changing compass of customer needs and objectives that come along with it.

The new characteristics will have the logo in Red, Black and White colours along with lower case font to suggest tenderness they launch new logo in 2011. AirTel will slip in the latest branding in all of its communication and will

soon be going in for an enhanced promotional drive to establish the brand's presence.

Old and new Logo of Airtel:

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Competitive Situation:

Airtel had its forces before Essar and floated the market picking up the vastness of the high usage premium clients is in very determined diligence with two companies differentiating either on value-added service or price. Airtel is an invented as the high class provider and has a premium likeness. Essar, on the other hand, is professed as the lower end service provider. Airtel positions itself as the market head on the basis of the number of subscribers. Essar is trying arguing against emphasising each of its networks and the quality of its service.

To persuade themselves, both the players have been charge on strategic advertising. However, they have controlled from using comparative advertising hoardings have been a very admired medium for carrying the advertisements Airtel has also been advertising on television using the Bharti Telecom name.

Sales Department and Sales Strategy of Airtel:

Foremost Accounts (Direct Channel)

Grip corporate accounts

Forecasting of sales

Mapping the accounts

Providing after sales sustain to subscriber

Maintaining call reports for records.

Providing response to the marketing subdivision regarding the condition of market.

IDC (Indirect Channel)

Handling delivery

Maintaining records and level make sure of the channel partners

Target accomplishment

Training the executive of the channels

Distribution Support:

Logistic:

Scrutinize handset and SIM card desires of channel partner and co-ordinate with store.

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Rental:

Offer cellular service (SIM Cards) on rent.

Provide cellular phones on rent.

Telesales:

Call customers and create sales guide.

Follow up with the customers, if they need any support.

Pass on the sales lead to channel department

Retail:

Situate shops to open retail counters.

Supervise the retail counters.

Product Policy and planning:

The product or service is the heart of marketing. Without a product or a service customers' need can not be satisfied.

The basic product assure by Airtel is mobility. Airtel's main marketing scheme is to be a first mover all time. It has familiar the allegation of making the first move because in the field of communication and information technology changes happen at far-fetched velocity.

Effective product segmentation has to be carried on eternally because basic services can be and will be copied and in time become expected component to the product Airtel seeks to carry out this segmentation through proviso of new services and making new conveniences available. The product policy and planning depends on the point of the product life cycle. At present the cellular phone market has reached at the prime of life stage.

Marketing Strategy Adopted by Bharti Airtel:

Bharti has spent a momentous quantity on advertising its mobile phone service, Airtel. Besides print advertising, the company have put up massive number of hoardings and kiosks in far and wide. The aim at the back designing a back-up campaign for the 'Airtel' service is to approve the brand perception and to build brand penchant.

It is trying to setup a thematic operation to put together stronger brand impartiality for Airtel. Since the cellular phone category itself is too controlled, also the statement that a cellular phone is a high giving product price doesn't qualify as an effective differentiator.

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The figure of the service provider calculates a great deal. Given the Cell phone category, it is the network helpfulness and the eminence of service that becomes imperative. What now the consumer is looking at is to get the optimum price-performance package. This also serves as a helpful differentiator.

Brand insomnia is enlarge through the' campaigns and brand predilection through brand stature. Airtel's campaign in the resources began with a series of 'puzzler' hoardings crosswise the city, 'bearing just the company's name and without explaining what Airtel was. In the next segment the campaign associated Airtel with cellular only there after was the Bharati Cellular correlation brought up. Vans with Airtel logos roamed the city, handing out

brochures about the company and its services to all consumers. About 50,000 direct callers were sent out.

As of today the awareness level is further that 70% unaided. This implies that it dormant or knowledgeable consumers are asked to name of Cellular phone service provider that is on the top of his/her mind and 70%-75% of them would name Airtel.

Brand potency of a product or the vigour of a brand is considered by the percentage score of the brand on the above aided and the unaided tests. The figures show that Airtel is a healthy and a deafening brand.

Every company has a goal, which might cover a sales target and a game plan with due regard to its opponent. Airtel's campaign strategy is designed keeping in mind its marketing strategy. The quality, drift and the stance of the visual ads are designed to get across the image of a market leader in terms of its market share.

There are some other, promotional strategies that Airtel has adopted are:

(i) People who have booked Airtel services have been delighted to fashionable premiers of blockbuster movies. Airtel has tied up with Lufthansa to offer customer bonus miles on the German airlines frequent flier's programs.

(ii) There have been enlightening campaigns, image campaigns pre launch advertisements, admiring advertisements, promotional advertisements, attacking advertisements and deliberate advertisements.

The company's procedures are strenuous all over India. It has 27 Franchisees and 15 Distributors in only Delhi. They also have 8 instant admittance cash card counters- Each franchisee or distributor can have any integer of dealers under him as long as the person is approved by the Airtel authority. Each franchisee has to devote Rupees Ten Lakhs to acquire a franchise and should occupy an officer recruited by Airtel. This person acts as a correlation between the company and the franchisees. The franchisees can have any number of dealers as long as their territories do not go afar. But unfortunately Airtel has not been very victorious in controlling territorial overlies of dealers.

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Conclusion:

After analyzing the findings of the investigation, I can conclude that Airtel lagged behind its challengers as far as customer facility and availability is anxious. The maximum no. of people who use the mobile is in the age group of 20 to 28. Cash cards are the most popular type of mobile connections, as they are consumer friendly and recharging the connection is not a problem.

Maximum no. of people spends RS 500 on their connections. As Airtel is the only company having the highest no of mobile connections so it must critically look into the loop holes of the existing customer service department.

As we know that now Airtel has already launched its product with logo " Aisi azaadi aur kahan" has already become trendy in market. So we can say that

in malice of so many competitors in the market Airtel is having a good position just because every time, it tries its best to understand the need of its key customers.

From the evaluation and weighty analysis of every aspect of business of both the companies we can conclude that Bharti Airtel has to more work in every field of communication business.

It is the time not only to survive but to uphold in the market for a long time.

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