Project on siemens

Business, Marketing

1. 1 HISTORICAL BACKGROUND: Founded In: October 1847 , at Berlin in Germany. Founder: Werner von Siemens & Johann Georg Halsk Named as: Telegraphen-Bauanstalt von Siemens & Halske " Telegraphen-Bauanstalt von Siemens & Halske"- the Siemens & Halske Telegraph Construction Company —was founded in the mid-19th century, a time characterized by revolution and transformation in politics, industry and society. Technological progress altered people's lives at a breathtaking pace and in ways previously unimagined. Through his inventions and innovative technologies available on a broad scale, Warner von Siemens played a key role in furthering this process of change. The company he founded developed from a simple workshop into a major enterprise, which, by the time World War-I broke out, had advanced to become one of the world's leading electrical companies. In 2003, Siemens turns 156 years old. Throughout the world there are few industrial companies of a similar size that can look back on such a long and successful history. Since its beginning as a small workshop in Berlin, the company has grown into global enterprise, with operations in 190 countries in Europe, the USA, Asia, Africa and Australia. 1. 2 SIEMENS IN BANGLADESH: Siemens has been operating around the globe in 190 countries with a work force of, 443, 000 employees. Its headquarter is in Germany, named Siemens AG. Siemens Bangladesh Limited is fully (100%) owned by Siemens AG. Siemens Bangladesh limited started operating its business in Bangladesh as a part of its global operation from 15th February, 1974, with three core areas of business. Since then the company had been diversifying and expanding its business areas, and continuing its success in the field of information and communication, automation and drive, power generation

and distribution, medical systems, lighting systems and home appliances. Siemens has been involved in railway projects in the country since 1962. In 1968, it became the first direct foreign investor to start a joint venture with the Government of Bangladesh to manufacture telephone switches and sets. From the beginning Siemens medical systems and solutions have been the country's technology of choice in this sector. It was also succeeded in power generation and supply. In 1967 it was involved in constructing the " Ashugonj Power Plant" and since then it maintained a good business relationship with Bangladesh's power sector. In recent years, it has begun marketing solar plants, which provide renewable energy to remote villages. It has been also playing a very prominent role in providing mobile handsets. Siemens Bangladesh Limited has a huge prospect in a developing country like Bangladesh. In the last two years Siemens Bangladesh Limited was especially successful in terms of revenue. Now its goal is to expand its business and achieve an impressive growth within the next few years. 1. 3 SIEMENS BANGLADESH LIMITED (SBL): Mission: " To grow and increase value by implementing advanced technologies, new products and services to provide excellent solutions to satisfy customers' requirements. " Vision: " To provide the best solution and equipment for the customers. " Goal: " To achieve market leadership, profitability, good corporate citizenship and a sustainable growth. " Objectives: " The main objective of the company is to increase the market share in related diversified products and solutions in Bangladesh and to assure the potential customers of the quality and durability of the products. Although the products are a bit highly priced but it is the best bargain that money can buy. " 1. 4 PORTFOLIO OF SIEMENS

BANGLADESH LIMITED: Siemens' business portfolio comprises the following business areas: Power Generation (PG) Transportation & Distribution Systems (TD) Medical Systems (MED) Consumer Products (CP) Home appliance OSRAM (Lighting Products) Telecom & Information Technology (T&IT) Siemens Bangladesh Limited has related diversification and their product ranges are divided into different product lines. This decentralized structure gives the greatest degree of entrepreneurial responsibility and the ability to nurture the closest possible ties to their customers. At the same time, it enables Siemens to provide comprehensive, customer-focused products, solutions and services for the local market. Nokia Mobile Phone: Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations. Nokia is a broadly held company with listings on four major exchanges. As technology progresses, Nokia remain committed to strong growth, profitability, and responsible market leadership. Nokia sees mobility surpassing voice communications and expanding into new areas such as imaging, games, entertainment, media and enterprises At Nokia, their strategy focuses on activities designed to expand mobile communications in terms of volume and value. The Nokia Strategy continues to focus on three activities to expand mobile communications in terms of volume and value: Expand mobile voice Drive consumer multimedia Bring extended mobility to enterprises Connecting

People has always been, and continues to be, its reason for business. By connecting people, Nokia helps to fulfill a fundamental human need for social connections and contact. Nokia builds bridges between people — both when they are far apart and face-to-face — and also bridges the gap between people and the information they need. SWOT ANALYSIS of Siemens: Strengths: âž¢ Wider product range âž¢ Strong local presence âž¢ Favorable brand image âž¢ Comprehensive knowledge of the total market and client âž¢ Good quality and top quality of products with solution âž¢ Made in Germany and standard is maintained by them âž¢ Using advance high-tech technology âž¢ Because of long term experience, customers reliability and loyalty âž¢ Efficient after sales service. Weakness: âž¢ Lack of brand awareness âž¢ Higher tax on home appliances ness âž¢ Lack of consistency in promotional activities âž¢ Less competitive price; competitor sourcing product at cheaper price âž¢ Less organized distribution âž¢ Less compliance to market demand âž¢ Parts are not always available âž¢ Limited showroom Opportunities: âž¢ The major three sources of barriers to new entry are to gain: brand loyalty, absolute cost advantage, economy of scale and governmental regulation. Among those, Siemens Bangladesh Limited has the brand loyalty because it has gained its experience in this field for more than 150 years worldwide, as well as its presence in Bangladesh since 1956. Besides, it created brand loyalty through continuous advertising of the brand, company names, patent protection products, product innovation, and emphasized on high product quality, and good after sales service. Siemens enjoyed regulatory protection as Bangladesh Government is one of their prime customers of their power plants projects for a long period. Thus

Siemens can eliminate the risk of entry by potential competitors with brand loyalty. âž¢ Ever rising telecomm industry âž¢ Emerging markets for Apartment consumers and high rise building. âž¢ Urbanization and electrification of the country âž¢ Consumer preference on authorizes and purchasing at one stop âž¢ High demand in communication and low penetration in the sector; investment forecast is around 1 billion US $ by public and private sector in the next 5 years. âž¢ Tax on mobile phones might be removed in Budget 2004-2005. Threats: âž¢ Siemens Bangladesh Limited does not manufacture the equipment or solution in Bangladesh rather imports that from the parent company- Siemens AG. As a result, it is not possible for them to have absolute cost advantage or economy of scale. âž¢ Recently the competition in the market has become stronger as many multinational companies have started their business. At the same time local companies are being established. They are becoming rivals of Siemens Bangladesh limited. Especially Korean technology, Japanese technology used by other multinational company can offer a lower price to the customers. In some cases the local company is offering a moderate standard product at a cheap price. They are entering the competition gradually. THE MARKETING AND MANAGEMENT PROBLEM We have identified some problem of Siemens mobile phone through our primary and secondary data sources. These problems directly and indirectly have link with the company's marketing and management system. The marketing problem: The Siemens company has great deal of problem in their marketing part. The problems are more or less related to the strategies taken by the company regarding product advertisement and promotion, market segmentation. The marketing

problems are concerned with the fact that the strategy taken by the company is not always well implemented. The problems from the point of view of marketing are: â–ª Design of the product â–ª Marketing strategies â–ª Market segmentation Design of the product: The product, mobile phone set by Siemens has the design that states that the outlook or the different model of the mobile set. In terms of comparison with Nokia mobile sets Siemens hasn't had that much of diversification. The looks and style does affect in the customer mind while they are using the mobile set. Marketing strategies: There are some conflicts between the marketing strategies and the target market of the product. The company wants to attract the large market of age 20 to 28, but the design of the product is totally against this market. The overall marketing plan and strategies of the company is concern with this issue but it doesn't reflect in the actual planning or marketing and promotion issues. The industry analysis shows that the largest market of the product is the age group of 20 to 28, but the strategies of the company doesn't indicates enough importance to this part of the market. The information gathered indicates that the company needs to go through the marketing strategies and plans to come up with some better solution of the issue. The marketing strategies need to be more detailed in some cases, which are lacking at this point. Market segmentation: The market segment of the Siemens mobile phone set has few different parts. The company focuses or segments the market in different parts like the young generation, corporate clients and the government officials. But the market segment of the young generation is not well defined. The segment doesn't say from which age group the young generation should be presented. Siemens has a different

market for the university students. But this segment of university students is overlooked by the promotion strategies. Though the university market segment has high potential but due to the non-specific market segmentation and lack of attention this segment is not focused well. MARKETING RESEARCH OBJECTIVE There is a strong competition in the mobile phone market in Bangladesh. And we found that, " The sales volume of Siemens mobile phone is lower than the other brand company of the market". In our marketing research, we try to find out the major marketing problems that Siemens is facing now in the current marketing situation. We have tried to emphasize the significance of the problems faced by Siemens in selling their mobile phones compare to others in our research work, survey. Hypothesis: 1) Siemens mobile phones are not popular among the young generation compared to Nokia. 2) There is a significant relationship between price of the Siemens mobile set compared to Nokia. 3) There is a significant relationship between physical designs of the Siemens mobile set compared to Nokia. 4) There is a significant relationship between features. of the Siemens mobile set compared to Nokia. Methods of research: In order to attain the objectives of the study, qualitative and quantitative method will be used. To prepare our research paper we use both primary data analysis and secondary data analysis. We will conduct a questionnaire survey to different groups of people. We would gather information from secondary data analysis. We will also gather information from website, a few past research project one and from the members of the Siemens too. BACKGROUND OF THE REPORT The report on SIEMENS mobile phone set has two parts. The first part of the report basically focuses on the facts and findings from the industry and

secondary data information. This second part of the report focuses from the point of view of the primary data and information gathered from the survey. The research analyzes the primary data and reaches to the conclusion. Reasons for conducting research The research objective is to find out the problems related to the fact of unpopularity of the SIEMENS mobile set. The research is focused on the perspective of the customer, the young generation and their views towards mobile set, what are their needs and wants. The reason for conducting this research is to find out the attitude and perception of the young generation towards SIEMENS mobile set and what are the problems related to it and what the management of SIEMENS can do to improve it and gain the market share. A few of our research objectives: We primarily try to see whether Siemens mobile phones are actually unpopular among the people or not and if so, then what are the reasons behind it and what the SIEMENS Company can do to improve this situation. We try to explore the opinions of the people, who use mobile phones, regarding their preferences towards mobile phone sets. We can summarize our research objectives into the following parts: â–ª Identify the reasons behind the unpopularity of Siemens mobile phone. â–ª Identify whether the current Siemens mobile phone users are satisfied with the product. â–ª To see whether the advertisements of Siemens mobile phone are effective. â–ª To find out what makes a mobile phone attractive to its users. Concentration area of preparing Questionnaire: The questionnaire is mainly focused to find out the perception of the young generation towards mobile phone set. It tries to find out the features that young generation wants in their mobile phone set. Then the questionnaire tries to focus on the fact of the young generation

attitude and perception towards SIEMENS mobile phone set. From this the research tries to come to an outcome. Limitations and constraints The limitation and the constraints of this research are more or less because of the regular semester. This type of marketing research needs more time and total focus but due to the regular semester that could not be provided. The sample size is another issue, as it would have been better if a larger population could be surveyed to conclude about the whole population. The sample choosing is another issue in the limitation. The sample was choose randomly but that would be convenient. That's why more or less the students were considered but it would have been better to have different type of respondent. Approach of framework: This model is a kind of blueprint that identifies the factors that have relation with customer satisfaction of young Siemens mobile users and how it will affect Siemens. This model has three parts- first part shows the factors of customer satisfaction, second part displays customer satisfaction itself and finally customer satisfaction influences Siemens's business performance and customer response. The customer satisfaction of young Siemens mobile users depends on features of the mobile phone, marketing strategy and external forces. Nokia has different kinds of model with their attractive physical design, where Siemens has very few models. Besides, the main cause of the popularity of Nokia is they are very user friendly but Siemens has a big problem in their program. The durability of the battery of the Siemens is very poor. Again their promotional campaign is very poor. Their availability of accessories is very few, where the accessories of the Nokia phone set are very much available and cheap. Physical design Siemens has very few and common design.

Siemens has very few model compare to Nokia. So Nokia is very popular in our country. Actually people want new design especially younger generation. They do not want to buy new set as a common design and shape. Any one can easily count the model of Siemens set where it is very difficult in terms of Nokia. User-friendly Siemens is not popular in our country because of its features. They are not user friendly. Besides most of the people in our country are using Nokia. So, the features are well known to them. They can easily find out the options which options they want from the set. But in Siemens it is very difficult to find that features what they actually want. Price The price of Siemens set is competitive. But they have very few models with high price compare to other company. People are very price concern, so they do not want to buy fewer features contained and common design Siemens set by high price compare to particularly Nokia mobile phone. Quality of the battery The most important reason behind unpopularity of Siemens set is their longevity of battery. The quality of battery is very low. It takes more time for charging compare to others, and full charge come to an end within very few hours where other sets full charge takes 2/3 days to end. Brand Name Reputation played the lead role being the reason behind buying the phone. Then price and style both has very few shares. Very few people said that they bought the phone because of its user friendliness. Some of the other reasons were model, attractive price offer and battery life. There were also a few people who got their mobile phones as a gift from a friend or relative. Analysis of the Advertisement The most of the products are known to their customers by advertisement to the people. Knowing from the friends, family and others about the products are very important advertisement that

easily goes into the people. Nokia is very successful in this field. Most of the mobile phone ads have international layouts. Hence, people are not much conscious about the ads. This made the statement neutral that the ad is better than the other ads for products in this product category. Previously, Siemens has made their ads using local models, which wasn't done by any other companies alike. But, they don't follow that strategy anymore. People have raised the issue of ' why not using a local model'. Therefore, by talking to the brand manager of the mobile phone, SBL, the problems were identified. The major constraint they are facing is the budget set for yearly promotional activities. In addition, it is uncertain when would a new model of mobile phone be available to them. As a result, they are unable to manage the time required to make a local ad for any specific model of mobile phone. Some critical issues - Majority of people in our country are price sensitive. They like to buy things, which have a good quality within their affordability. - People from the upper class, think of mobiles as an indicator of their social status. They satisfy their self-esteem needs by purchasing high priced mobile sets. But customers, who belong to the lower middle class and middle class society, do not change their mobiles frequently. Mobiles are necessity for them rather than fashion accessory. - Most of the people want many features in one set. They want a very user friendly program in their set - Researches can find out what factors are most important in the purchase decision and what vocabulary consumers use when they talk about a specific product. In the case of Siemens mobile, a negative attitude has been observed among most of the respondents because of their battery life. Apart from that, they have a good impression on the organization. PRIMARY DATA RETRIEVAL AND

ANALYSIS Method of obtaining data: SPSS The data collected through the questionnaire from the respondent was coded and analyzed on the SPSS system. All the response gathered was put as a database in SPSS and from that the analysis was made. Different type of analysis was done to reach a conclusion. Evaluation of the Questionnaire Purpose: The questionnaire was designed in such a way that it is not a hassle to the respondent. The research tried to design the questionnaire in a format that is easily understand, precise and to the point. So the respondent is comfortable to answer the question and has clear idea about the purpose of the research. Patterns of the questions: The questionnaire used different type of patterns in it. The reason behind is to get the maximum accurate data from the respondent. The questionnaire used checklist, likert scale, options, open ended question, etc. Developing the data analysis: Coding: The coding was basically concern on the fact of making the data gathered from the questionnaire readable by the computer SPSS system. For that the variables from the questionnaire have been coded. For this coding the analysis was concrete and precise. Data entry: The data entry part is concerned with the issue of entering all the data gathered from the questionnaire to the computer SPSS system through the coding. The data entry enables the research to come up with database and then move on to the final outcome. Data Analysis: The SPSS system is one of the most user friendly software ever made, from this software different type of table and report can be seen. The research entered all the necessary data to the SPSS database and from that through different type of formula, frequency, cross-tabulation, chi-square finding, etc the analysis was made. Data conversion: The final part of

the research was Usefulness of the data and limitations We have already mentioned some of the general difficulties in collecting data in previous section. We mentioned earlier about the problem with the respondents. So there is a chance of respondent error. In spite of that, we tried our best to analyze and present a report that would make sense and would be feasible for our research purpose. We tried to get as much accurate data as possible that would cover most of the areas we discussed. Sample design: The sample size of our survey is 50. We made some categories of respondents according to age, sex, gross family income and education. In spite of some limitations as we have mentioned, we tried to cover as much respondents as possible from different categories. Usefulness of the data and limitations We have already mentioned some of the general difficulties in collecting data in previous section. We mentioned earlier about the problem with the respondents. So there is a chance of respondent error. In spite of that, we tried our best to analyze and present a report that would make sense and would be feasible for our research purpose. We tried to get as much accurate data as possible that would cover most of the areas we discussed. Sample design: The sample size of our survey is 50. We made some categories of respondents according to age, sex, gross family income and education. In spite of some limitations as we have mentioned, we tried to cover as much respondents as possible from different categories. FINDINGS of the survey: Question No-1: What is your age group? TABLE #1 Age Group | | | Frequency | Percent | Valid Percent | Cumulative Percent| | | Valid | Below 16 | 9 | 15. 0 | 15. 0 | 15. 0 | | | | 16-20 | 12 | 20. 0 | 20. 0 | 35. 0 | | | | 21-24 | 33 | 55. 0 | 55. 0 | 90. 0 | | | | 25-28 | 6 | 10. 0 | 10. 0 | 100. 0 | | | | Total | 60 | 100. 0 | 100. 0

| | | CHART # 1 [pic] Interpretation: Our first question was to find out of the age group of total sample. We see that 15% of survey population is below 16, 20% are at the age of 16-20, 55% are at the age of 21-24 and 10% of the survey population are at age of 25-28. Question No-2: Male or female? TABLE #2 Sex Group

Sex Group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	70. 0	70. 0	70. 0
	Female	18	30. 0	30. 0	100. 0
	Total	60	100. 0	100. 0	

CHART #2 [pic] Interpretation: From the above chart, we see that the percentage of male of sample population is 70% and the female percentage is 30%. Question No-3: What is your gross family monthly income? TABLE #3 Family Income

Family Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15000-25000	18	30. 0	30. 0	30. 0
	25000-35000	15	25. 0	25. 0	55. 0
	35000-45000	21	35. 0	35. 0	90. 0
	45000 +	6	10. 0	10. 0	100. 0
	Total	60	100. 0	100. 0	

CHART #3 [pic] Interpretation: The above table and pie chart represents the income level of those who are using their respective brands of mobile sets. 30% of the sample population's income is 15000- to 25000 TK, 25% of the sample population's income is 25000-35000 TK, 35% are having the income of 35000-45000 TK, 10% of them are having the income of more than 45000 TK. Question No-4: Educational Level. TABLE #4 Education

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	9	15. 0	15. 0	15. 0
	Under Graduate	30	50. 0	50. 0	65. 0
	Graduate	15	25. 0	25. 0	90. 0
	Post Graduate	6	10. 0	10. 0	100. 0
	Total	60	100. 0	100. 0	

CHART # 4 [pic] Interpretation: Through the pie chart we can find out that the 15% percent of the

respondent are from high school, 50% of the respondents are under graduate, 25% of the respondents are graduate and 10% of the respondents are postgraduate. Question no. 5 Do you use a mobile phone? TABLE #5 Use of Cell | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Yes | 56 | 93. 3 | 93. 3 | 93. 3 | | | | No | 4 | 6. 7 | 6. 7 | 100. 0 | | | | Total | 60 | 100. 0 | 100. 0 | | | CHART # 5 [pic] Interpretation: Through the chart we can see that 93% of the respondents are using the mobile phone and 7% of them are not using mobile phone. Question no. 6 Which brand do you use? TABLE #6 Brand Name | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Nokia | 23 | 38. 3 | 41. 1 | 41. 1 | | | | Siemens | 17 | 28. 3 | 30. 4 | 71. 4 | | | | Motorola | 4 | 6. 7 | 7. 1 | 78. 6 | | | | Samsung | 8 | 13. 3 | 14. 3 | 92. 9 | | | | Others | 4 | 6. 7 | 7. 1 | 100. 0 | | | | Total | 56 | 93. 3 | 100. 0 | | | | Missing | System | 4 | 6. 7 | | | | | Total | | 60 | 100. 0 | | | | CHART # 6 [pic] Interpretation: We can found through the chart that the percentage of Nokia users are 38%, Siemens users are 28%, Motorola users are 7% and Samsung users percentage are 13% as well. The remaining 7% users use other brands. Question No-7: Are you satisfied with your present brand of mobile phone? TABLE #7 Nokia Satisfaction | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Very Satisfied| 13 | 21. 7 | 56. 5 | 56. 5 | | | | Satisfied | 10 | 16. 7 | 43. 5 | 100. 0 | | | | Total | 23 | 38. 3 | 100. 0 | | | | Missing | System | 37 | 61. 7 | | | | | Total | | 60 | 100. 0 | | | | Siemens Satisfaction | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Satisfied | 3 | 5. 0 | 17. 6 | 17. 6 | | | | Neutral | 4 | 6. 7 | 23. 5 | 41. 2 | | | | Dissatisfied | 8 | 13. 3 | 47. 1 | 88. 2 | | | | Very | 2 | 3. 3 | 11. 8 | 100. 0 | | | Dissatisfied | | | | | | | | Total | 17 |

28. 3 | 100. 0 | | | | Missing | System | 43 | 71. 7 | | | | | Total | | 60 | 100. 0 | | |
| Motorrola Satisfaction | | | Frequency | Percent | Valid Percent | Cumulative |
| | | | | | Percent | | | Valid | Satisfied | 2 | 3. 3 | 50. 0 | 50. 0 | | | | Neutral | 1 |
1. 7 | 25. 0 | 75. 0 | | | | Dissatisfied | 1 | 1. 7 | 25. 0 | 100. 0 | | | | Total | 4 | 6.
7 | 100. 0 | | | | Missing | System | 56 | 93. 3 | | | | | Total | | 60 | 100. 0 | | | |
Samsung Satisfaction | | | Frequency | Percent | Valid Percent | Cumulative | |
| | | | | Percent | | | Valid | Very Satisfied| 1 | 1. 7 | 12. 5 | 12. 5 | | | | Satisfied |
6 | 10. 0 | 75. 0 | 87. 5 | | | | Dissatisfied | 1 | 1. 7 | 12. 5 | 100. 0 | | | | Total |
8 | 13. 3 | 100. 0 | | | | Missing | System | 52 | 86. 7 | | | | | Total | | 60 | 100. 0
| | | | Other Satisfaction | | | Frequency | Percent | Valid Percent | Cumulative |
| | | | | | Percent | | | Valid | Satisfied | 3 | 5. 0 | 75. 0 | 75. 0 | | | | Neutral | 1 |
1. 7 | 25. 0 | 100. 0 | | | | Total | 4 | 6. 7 | 100. 0 | | | | Missing | System | 56 |
93. 3 | | | | | Total | | 60 | 100. 0 | | | | CHART# 7 [pic] [pic] [pic] [pic] [pic]

Interpretation: The above table and pie chart represents the satisfaction level of those who are using their respective brands of mobile sets. 21. 7% of the respondents were very satisfied' with Nokia, 16. 7% were the ' satisfied Nokia' users. As to Samsung 1. 7% were ' very satisfied with Samsung, 10% were ' satisfied Samsung users, also there was a 1. 7% who were ' dissatisfied Samsung users. When Siemens was concerned 5% said that they were ' satisfied', 6. 7% was ' neutral' about Siemens. There were a huge number of satisfied and dissatisfied Siemens users with 13. 3% and 3. 3% respectively. Question no. 8 Choose the best statement according to your preference. FEATURES 8. a i) In terms of features (user friendliness, color, internet) Siemens is better. ii) In terms of features (user friendliness, color, internet) Nokia is better. TABLE #8. 1. 1 Siemens Feature | | | Frequency |

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	5.0	5.4	5.4
	Agree	7	11.7	12.5	17.9
	Neutral	11	18.3	19.6	37.5
	Disagree	22	36.7	39.3	76.8
	Strongly Disagree	13	21.7	23.2	100.0
	Total	56	93.3	100.0	
Missing	System	4	6.7		
Total		60	100.0		

CHART # 8.1.1 [pic]

TABLE #8.1.2 Nokia Feature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	28	46.7	50.0	50.0
	Agree	19	31.7	33.9	83.9
	Neutral	2	3.3	3.6	87.5
	Disagree	6	10.0	10.7	98.2
	Strongly Disagree	1	1.7	1.8	100.0
	Total	56	93.3	100.0	
Missing	System	4	6.7		
Total		60	100.0		

CHART # 8.1.2 [pic]

Interpretation: Here our question was in terms of features how much they like Siemens. 5% of the respondents strongly agreed with siemens feature, 11.7% agreed, 21.7% was strongly disagreed with siemens features. But in terms of Nokia 46.7% of the respondents strongly agreed and 31.7% agreed and only 1.7% disagreed. 8.b In terms of physical design (outlook, size) Siemens is better. In terms of physical design (outlook, size) Nokia is better.

PHYSICAL DESIGN TABLE #8.2.1 Siemens Physical Design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	3.3	3.6	3.6
	Agree	5	8.3	8.9	12.5
	Neutral	13	21.7	23.2	35.7
	Disagree	25	41.7	44.6	80.4
	Strongly Disagree	11	18.3	19.6	100.0
	Total	56	93.3	100.0	
Missing	System	4	6.7		
Total		60	100.0		

CHART # 8.2.1 [pic]

TABLE# 8.2.2 Nokia Physical Design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly				

Agree| 17 | 28. 3 | 30. 4 | 30. 4 | | | | Agree | 24 | 40. 0 | 42. 9 | 73. 2 | | | | Neutral | 12 | 20. 0 | 21. 4 | 94. 6 | | | | Disagree | 3 | 5. 0 | 5. 4 | 100. 0 | | | | Total | 56 | 93. 3 | 100. 0 | | | | Missing | System | 4 | 6. 7 | | | | | Total | | 60 | 100. 0 | | | | CHART # 8. 2. 2 [pic] Interpretation: In terms of physical design of Siemens, through the pie chart we can find out that strongly agree 3. 6%, agreed 8. 3%, neutral 23. 2%, 44. 6% disagree, and 19. 6% strongly disagree. In terms of Nokia 30. 4% strongly agreed, 42. 9% agreed, neutral 21. 4% and disagreed 5. 4%. 8. c The price of Siemens is high. The price of Nokia is high. PRICE TABLE #8. 3. 1Semens Price | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Agree | 10 | 16. 7 | 17. 9 | 17. 9 | | | | Neutral | 36 | 60. 0 | 64. 3 | 82. 1 | | | | Disagree | 10 | 16. 7 | 17. 9 | 100. 0 | | | | Total | 56 | 93. 3 | 100. 0 | | | | Missing | System | 4 | 6. 7 | | | | | Total | | 60 | 100. 0 | | | | CHART # 8. 3. 1 [pic] TABLE# 8. 3. 1 Nokia price | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Strongly Agree| 1 | 1. 7 | 1. 8 | 1. 8 | | | | Agree | 12 | 20. 0 | 21. 4 | 23. 2 | | | | Neutral | 36 | 60. 0 | 64. 3 | 87. 5 | | | | Disagree | 7 | 11. 7 | 12. 5 | 100. 0 | | | | Total | 56 | 93. 3 | 100. 0 | | | | Missing | System | 4 | 6. 7 | | | | | Total | | 60 | 100. 0 | | | | CHART # 8. 3. 2 [pic] Interpretation: Here agreed 17. 9%, neutral 64. 3% and disagreed 17. 9% in terms of whether the price id high or not. Question no. 9 Have you ever used a Siemens mobile phone? Table #9 Used simens Used siemens | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Yes | 23 | 38. 3 | 41. 1 | 41. 1 | | | | No | 33 | 55. 0 | 58. 9 | 100. 0 | | | | Total | 56 | 93. 3 | 100. 0 | | | | Missing | System | 4 | 6. 7 | | | | | Total | | 60 | 100. 0 | | | | [pic] Question no. 10 Have you ever come across any advertisement of Siemens mobile Phone? TABLE

#10 | Criteria | Percentage | Frequency | | Yes | 76. 79% | 43 | | No | 23. 21% | 13 | CHART #10 [pic] Question no. 11 If you ever intent to buy a set in the near future (within 1 year) would you prefer buying siemens? TABLE #11 Want to buy Siemens in future | | | Frequency | Percent | Valid Percent | Cumulative | | | | | | | Percent | | | Valid | Yes | 24 | 40. 0 | 42. 9 | 42. 9 | | | | No | 32 | 53. 3 | 57. 1 | 100. 0 | | | | Total | 56 | 93. 3 | 100. 0 | | | | Missing | System | 4 | 6. 7 | | | | | Total | | 60 | 100. 0 | | | | CHART #11 [pic] Question no. 12 Whenever you hear about Siemens mobile phone, what is the first thing that comes to your mind? TABLE #12 | Criteria | Percentage | Frequency | | Complicated | 28. 57% | 16 | | Expensive | 7. 14% | 4 | | Quality | 41. 07% | 23 | | Design | 23. 22% | 13 | CHART #12 [pic] Question no. 13 Whenever you hear about Nokia mobile phone, what is the first thing that comes to your mind? TABLE #13 | Criteria | Percentage | Frequency | | Complicated | 14. 29% | 8 | | Expensive | 28. 57% | 16 | | Quality | 26. 79% | 15 | | Design | 30. 36% | 17 | Data analysis and finding from the SPSS: In the first part of our Data analysis part of our project, we have come up with the Frequency Analysis through SPSS. Here, we have simply found out the data interpretation through frequency table and pie chart. In the second part, we have come up with the cross tabulation. We have established this relation between Siemens's price and Nokia's price, Siemens's features and Nokia's features, Siemens's physical design and Nokia's physical design. In the frequency table and pie chart distribution we have figure it out that the popularity the Siemens mobile phone is not unpopular compare to Nokia. In the cross tabulation part of Siemens's price and Nokia's price there is a significant relationship as the significant level of Chi-square is 0. 432 (more

than . 05), which establish our second hypothesis. In the cross tabulation of Siemens, s physical design and Nokia's physical design there is a relationship as the significant level of Chi-square is 0. 220 (more than . 05), which prove our third hypothesis. In the cross tabulation of Siemens, s features and Nokia's features there is a no relationship as the significant level of Chi-square is 0. 00 (less than . 05), which doesn't establish fourth hypothesis. Features of Nokia (why it's better than Siemens) 1. Nokia phones are very easy and simple to use with one of the most user friendly menu system. 1. Multimedia facilities such as mega pixel camera and mp3 and wma playing capabilities. 2. Java: java games and software run smoothly on Nokia phones which allows the phone to become an entertainment device 3. Wide range of products that will suit everyone's needs from cheap budgets phones to very expensive state of the art ones 4. Nokia is leading the market in terms of wireless connectivity with technologies such as Bluetooth, infrared etc. 5. Nokia gives people access to the web. Nokia phones can be used just as a computer to browse the internet and download required material 6. Nokia phones have the ability to run useful day to day software like Microsoft Word, Excel etc 7. Long battery life (Siemens in BD have battery probs) RECOMMENDATIONS Having analyzed the problems of the company and the opinions of the users and potential users of Siemens mobile phone, we are able to come up with the following recommendation. Firstly, we are suggesting that the company should have the center of attention on their product design. The reason behind that through the market research, we have found out that the line of the customization of Siemens mobile phone is lower than Nokia. Customization means different model of Siemens mobile

phone. Moreover the attractiveness of the design in terms of outlook is lower than Nokia. So they should come up with strong research and development in their mobile set. Secondly, though the price of Siemens mobile set is comparatively low, the quality is main the issue here. In terms of price Nokia is providing more quality compare to Siemens. So they need to raise the quality standard for the economy mobile sets. â–ª Emphasis on the Design of the mobile set to better fit the market demand: In our survey, many of the respondents said that they don't prefer Siemens mobile phone because it lacks style. Again when asked about the one thing that makes mobile phone attractive to them, most people said looks and style. Therefore, Siemens should focus on improving the outlook of the mobile phone sets and make them stylish enough to attract the young generation. For this, they can add the following features in their mobile phones; 1. Changeable covers. 2. Small and trendy size 3. Easy to use interface, 4. A plug and play USB storage drive 5. Stylish leather or metal covers for the set, 6. Add on stickers or indicators. Improve features of their mobile phones: Another important factor that is very important to the customers is the features of the of the mobile phones. Every mobiles phones from Nokia has a number of features such as MP3 players, Radio, Memory Card, WAP connectivity, Blue tooth headphone and many other options. More over customers can customize their cell phones according to their taste. But most of these options are not available with Siemens. They have a built in fixed memory, only 2 of their cell phones have MP3 player, no radio and they are very complicated to customize. That is why they are far behind in the competition from Nokia. Therefore we recommend that Siemens should improve the features of their cell phones. In

this purpose, they can include 1. Easy access to internet 2. Option to upgrade memory 3. Built in radio 4. MP3 players 5. Built in camera with more power and capacity 6. User friendly interface 7. Brighter resolution. â–ª Special spotlight on the young generation as their target consumer (Niche Marketing): In spite of taking the huge target market and a huge amount of money on advertisement and competing with other mobile phones, Siemens can target a specific market like the younger generation. We have seen that although Siemens has a very good sale of mobile phones through the mobile phone operators, but they are far behind their competitors in selling to individual consumers. Again a very big portion of the individual user market is the young generation. If they can manage to do so, they will be able to increase their sale as well get loyal customers. Therefore, Siemens should popularize their mobile phones among this target group, they are more likely to realize high growth potential in this particular segment. â–ª Create a solid brand image among the consumers through consistent marketing strategy: Siemens has a very poor brand image among the customers. While marketing their mobile phones, Siemens should focus on delivering one single theme about the product to its target market. This is important because we saw respondents are unable to show any single reaction to this brand. Therefore with an ' integrated marketing communication" Siemens can build better brand awareness. For this they can implement the following steps; 1. Specialize on specific features of mobile phone such a Screen resolution, Battery time, Network or even Extra Warranty and communicate it to the customers. 2. Promote their product by associating with other products or events like concerts, cricket tournament. 3. Provide intense

customer service and after sale service. â–ª Persuade Government to remove the tax on imported mobile phones: One major problem that Siemens mobile phone face is the high import duty it has to pay that increases its price. Since Siemens is one of the major suppliers of electric goods of the government, it may try to negotiate the import tax to be reduced, which would make Siemens mobile phone more competitive in the market. â–ª Create an intense network through retail stores: Siemense has a very poor image among the consumers as there is lack of after sales service which reduces the satisfaction among the consumers. The reason behind is that they have very few showroom in Bangladesh through which it sells the mobile phones to individual consumers. To increase its sales among this group, either it should open up more showrooms or should use the distributors intensely. â–ª Provide special offers for young generation to popularize its product: In order capture this lucrative market segment; Siemens should consider putting on extra effort to popularize the Siemens mobile phones among the young generation. Since we found through our research that if we remove the price factor from the product, the young generation would not mind using it. Therefore, Siemens may consider giving price discounts to young generation, e. g. " Student Discount". Again, it may introduce phone sets with funky colors and style, to attract this particular market segment. â–ª Conduct a survey to find the ways to improve the satisfaction of the users: From this research we have found that the current users of Siemens mobile phone are not very satisfied compared to the other 2 leading brands. Therefore, to overcome this problem, Siemens should conduct a market research to find out the problems associated with their

product and reason for dissatisfaction of the consumers. Siemens should take steps to improve on the findings of the research. CONCLUSIONS FOR THE OVER ALL RESEARCH: In our conclusion part we can mentioned that Siemens is in the growing stage according to the respond of our sample population. But through our research we are also find out some issues, which provide the negative impact on the Siemens mobile phone. But they can come up with solution under strong research and development procedure and promotional campaign. In our marketing research we have found out that our hypothesis about the Siemens's price, design were approved, while the hypothesis about popularity and features were incorrect. So there is opportunity for Siemens to raise its market share under proper guideline as their popularity is has raised and in terms of features the siemens set is acceptable. ----------------------- -Physical design -User-friendly -Price -Quality of the battery External forces -Competitors Marketing strategy -Promotional campaign -Warranty -Availability -Availability of parts Features of Siemens mobile set Siemens VS Nokia -Profit -Sales growth Business performance - Customer loyalty - Repeat customer Customer response