

Swot and marketing analysis for ptcl in pakistan



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Ptcl is the first telecom company of Pakistan. It was developed in 1947 when Pakistan came into being. Ptcl is the largest telecom company in Pakistan since 1947. ptcl is holding huge telecommunication infrastructure in Pakistan and every telecom company use ptcl infrastructure as a basic infrastructure, whether that is mobile company or fixed line.

Ptcl is also market leader in the CDMA technology in Pakistan with more than 0.8 million subscribers of Vfone. Ptcl is holding the leading position in our country as a basic infrastructure provider to other companies and ptcl has the potential to become one of the main factors of economic growth of Pakistan.

Ptcl laid optical fiber in the main cities and important areas of the country and started improving the technology by moving from copper to optical fiber. Ptcl also invests in the long distance international infrastructure, the SEA-ME-WE submarine cable capacity is increased to meet the increasing demand of international and internet traffic.

According to the promulgation of telecommunication Act 1996, Pakistan telecommunication authority (PTA) is a regulatory body of telecommunication. Then Pakistan telecommunication authority exercises his power according to 1996 Act, and gives exclusivity of basic telephony to PTCL for seven years (means Pakistan telecommunication authority gave monopoly to PTCL in basic telephony) and this monopoly ends on 31 December 2002. Then in 2006-2007 everyone knew that in Pakistan there is a tremendous boost in the mobile phone sector. In this time period the number of subscribers increases 100% and teledensity increases from 26% to 40%.

Due to which the benefits of telecommunication spread throughout Pakistan and subscriber of PTCL mobile phone subsidiary Ufone grew from 7.49 million to 14 million which is approximately 87% increase.

China telecom company also entered into the market in this year with the name of Zong. At that time, PTCL took a major initiative, from the end customer perspectives, in the shape of Broadband Pakistan service launch and this was the first step toward the welfare of customer and providing value added services and ease to the customer.

With the launch of broadband PTCL opened a new stream of revenue and also provided the benefit of high speed internet to the customer. Then recently PTCL came up with wireless broadband named EVO and EVO Nitro which has a speed of approximately 9.1 MBPS and this technology is first introduced in Pakistan in the whole world by PTCL.

Company background

Initially at the time of 1947 when Pakistan came into being there was only a posts & telegraph department which provided the telecom services to the Pakistani nation. Then in 1962 the Pakistan Telephone and Telegraph department was developed. Since its start PTCL is the market leader and largest player in Pakistan telecommunication. PTCL has a huge network throughout Pakistan but still their policies and work are criticized by civil society of Pakistan and small rivals.

Under the Pakistan Telecommunication Corporation Act 1991, Pakistan Telecommunication Corporation took over the operations of the telephone and telegraph department. This step matched with the government policy and

attract other companies from private sector and they are awarded with licences for mobile, card-based, data communication service and pay phones.

Continuing the effective policy that government have in 1991, they announced that government is planning to privatize PTCL and in 1994 government issue 6 million vouchers that will be convertible in 600 million shares. Each share have par value of 10 per share and that voucher will be converted into shares in mid of 1996.

In 1995 pakistan telecommunication ordinance develop foundation for the monopoly of PTCL in basic telephony in the whole country for seven years and this monopoly is given in October 1996 through Pakistan telecommunication Authority Act. And at the same year Pakistan telecommunication company limited is developed and listed in the stock exchange.

Then ptcl introduce his mobile and data service subsidiery with the mane of Ufone in 2001 and respectively Paknet. Both the brand wont show any extra audnary performance or results in start but after some time Ufone increase their market share and paknet is still struggling. After that PTCL come up with new service of DSL and ptcl directly monitor that brand by himself.

As monopoly of a company is moving toward its end then company have to face more big challenges and the post monopoly time give boost to Pakistan telecommunication. Then in 2005 government decided to sell 26% of shares of ptcl to any private corporation. And that was Etisalat which purchase 26% shares of ptcl. Etisalat is dubai based company.

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Objectives

vision

To be the leading ICT service provider in the region by achieving customers' satisfaction and maximizing shareholders' value.

The future is unfolding around us. In times to come, we will be the link that allows global communication. We are striving towards mobilizing the world for the future. By becoming partners in innovation, we are ready to shape a future that offers telecom services that bring us closer.

Mission

To achieve our vision by having:

An organizational environment that fosters professionalism, motivation and quality

An environment that is cost effective and quality conscious

Services that are based on the most optimum technology

“ Quality” and “ Time” conscious customer service

Sustained growth in earnings and profitability

Core Values

Professional Integrity

Customer Satisfaction

Teamwork

Company Loyalty

Organization structure

LEARNING AND EXPERIENCE

Internship duration & rational for selection:

In this area of my internship report I have to discuss and mention what I had learned and experienced in different departments of PTCL with in the 8 week time period of internship and the idea of internship before formally joining any organization is to increase ones interpersonal skills, confidence, to put on a sense of responsibility and to explain oneself with the overall office environment of an organization.

MarCom Department:-

MarCom is the first department where I start my internship work and learning. Working in the MarCom Department of leading Telecom company of the country was an opportunity in itself for me. As PTCL is the largest telecom company in Pakistan I have huge opportunity to learn a lot of practicality which is slightly missing on our Academic side. On the first day of my internship I'll go directly to the MarCom department 2nd floor F block PTCL head quarter G-8/4 Islamabad. Then sir Abdurrahman receive me and take me to the office of Mam Lubna Jahangir G. M marketing. Then she briefly Introduce me to their employees and then my learning time period starts. This would not be off beam if I say the MARCOM department as a unit

of PTCL's commercial department which not only respects their work but they also be aware of their customers well.

Visit and analyse One Stop Shop (OSS):-

At my first day sir Aqeel Shigri (S. M) assign task to the group of interns including me to visit the given list of OSS of ptcl and analyse the service of OSS officials, information available their in the hard form, how many product they are promoting and tidiness of the OSS. We are restricted that the whole group must go to each OSS. We visit all the OSS given in the list in a week time. In this task we assess the OSS on the basis of few angles/questions.

Develop report on OSS visit?

Then I was asked to develop the report of those OSS in which we identify problems and I made it in three days with the help of my colleagues Ahsan and kamil, by compiling all the information collected by the group and then analyse them and finally we develop the report and submit it to sir Manan zafer who asked us to make some correction and also appreciate us that without any sample report we had made such a good report. Report is attacked in APPENDIX.

Developing Print Ad Cost Record:-

Then sir Manan zafer give me and ahsan Kaleem (my fellow intern) another task in which we have to enter the print ad cost record in computer in an MS-EXCEL along the dates and NEWS paper name. We complete this task quite effective and efficiently in 2 days and handover it to sir manna. Copy of document is enclosed in appendix.

Developing PTCL news record:-

I was assigned with a small and regular task to find out all the news regarding PTCL, from different news paper and put them in a record with news paper name, time and page number. This task is assigned to us because of labor strike and we do this task for more then week time and copy of news record is attached in APPENDIX.

Develop proposal of Model for TVC shoot of EVO nitro:-

This task is assigned to us to develop proposal of model for TVC shoot of EVO nitro. In this task we are provided with a list of models name and we have to find their presentable pictures and develop an attractive proposal including the cost or fee of models which is provided to us by the Assistant manager of EVO brand sir Ismail Orakzai.

These models are,

Ayyan

Juggan kazmi

Meesha Shafi

Mehren Sayed

Nooray Bhatti

Sanam Saeed

Sophie Chaudhry

Umaima Abassi

Copy of this proposal is attached in Appendix.

Interact With Advertisement Agencies:-

Here in PTCL MarCom department I learn and experience that how to interact with advertisement agencies and how MarCom department work or coordinate with agencies with whom they are ought to work. I interact with the agencies on different occasions like meeting e. t. c. mainly in this task I act as a bridge between company and the agency. Because my job is to communicate information from one end to the other and mostly these informations are regarding the Advertisement campaigns, meeting scheduling e. t. c

PTCL work with few advertisement Agencies, two most important are following,

Interflow.

Ever new concepts.

Learn the making of Creative Brief:-

In this department of ptcl I learn an other very important thing in marketing communication department which is Creative brief. Here I learn that how to develop Creative brief and also develop few creative briefs in my internship time period.

In creative brief we have to firm give some information aor history of product, then objectives of that campaign, after that we have to clearly pinpoint the target audience of that campaign, then creative brief include the main offering of campaign for example in my creative brief the campaign

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offerings are the prizes that target audience can win through lucky draw, Then silent feature and benefits of product or service, then communication plan and finally the deadline. Copy of creative brief is enclosed in APPENDIX.

Development of TVC Concep:-

in the MarCom department of PTCL I learn that how TVC concepts are developed and modified and finalized. I attend two meetings at PTCL MarCom department regarding TVC concepts.

This is a process mainly have 6 steps as following,

Firm (PTCL) Develop and send creative brief to agency.

Agency develops few very basic or raw concepts.

Agency discusses it with client (PTCL or any firm).

PTCL finally select any one concept from them, with or without suggesting any changes.

Agency develop story board of the selected concept.

Agency present this storyboard with company(PTCL).

The concept which I listen in meeting is about the international calls, at that time PTCL is going to launch package of international dialing. At that time the agency representative present two concept one of which is as following,

“ A young guy is packing his luggage/bags and focused his eye on the family group photo with sad expression and in background sad slow music is played. And then in next short guy is in tv lounge with his bags first move

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toward his father and tell him that I m leaving! His father replied ok son take care. Then he move to sister and ask the same statement and sister replied ok bhaiya ALLAH hafiz. Then he got surprised and move toward his mother (watching daily soap) and third time say the same statement and she replied AB CHALY B JAWO, Mara drama miss kar diya and then he ask KISI KO MARI PARWAH HI NI HA, MA ABROAD JA RAHA HO G! at the time his young brother replied FIKAR KI KYA BAT, PTCL KI INTERNATIONAL DAILING HA NA”.

This concept was rejected by G. M Lubna Jahangir due to few reasons, few of them are,

Same typical family setuation.

No use of our product.

And I also learn about story board that what is that and how storyboard is developed. Some copies of story board is attached in APPENDIX.

Learn the making of radio script:-

In my internship I also learn that ho to develop script for radio advertisement and also for tv. In radio advertisement it is good to make and a script in normal dialog format. But in TV commercial you have to adjust your campaign script with TVC concept and video. I assist sir Ismail Orakzai and Mam Amber Nasir in development of radio ad campaign script. Copy of both radio and TVC script is attached in APPENDIX.

Assist in Broadband Pakistan upgrading campaign:-

I assisted sir Ismail in broadband upgrading campaign in different ways such as in the script modification, by communicating changes in print campaign to agency personals.

Assist in Broadband Pakistan Ramadan offer campaign:-

I assist sir Ismail in broadband Pakistan Ramadan offer in which I communicate the changes in advertisement campaign to advertisement agency. Basically in this campaign pack is offering 100,000 rupees scholarship for 50 student through lucky draw and these student from the group of people who purchase new connection of broadband Pakistan student package.

This is one of those tasks in which I realize that how deeply and thoroughly the MarCom department see every campaign. This campaign is approximately 10 times modify and remove some very minute problems and this campaign is also change a lot of time. You can see it in APPENDIX where I attach the copies of campaign.

Assist in vfone grand recharge campaign:-

This is another campaign in which I participate but very little. This campaign is also Ramadan offer, basically this campaign is for those people who don't use their Vfone since 15 April 2010. they just have to recharge their Vfone and surely get extra balance upto 1000 rupees. See APPENDIX.

Assist in vfone eid offer campaign:-

This eidi offer is introduced for eid days. Initially this offer name was Special Eidi but later on they changed it because the word special is also used in <https://assignbuster.com/swot-and-marketing-analysis-for-ptcl-in-pakistan/>

many recent advertisement campaign such as Special Ramadan offer e. t. c. In this offer Vfone gave extra balance on every recharge of more than 100, such as at the recharge of 300, 500 and 1000 person get 100, 200, and 300 free balance respectively. In this advertisement campaign I give my opinion that the free balance division is not justifiable because the person load 2 card of 500 get 400 free balance and the person load the same amount 1000 in one go get 300 free balance, Mam Amber was agree with me but she said this the decision of Product manager and G. M. I attached copy of this campaign in APPENDIX

Assist in ptcl Islamic portal campaign:-

This is a VAS campaign by ptcl. This VAS is named as Islamic portal in this you can listen full QURAN with Translation, Top 10 Naats, Namaz timing, Dua in Arabic language, Hamd e. t. c for just Rs. 2/min (excluded of tax). This advertisement campaign is also attached in APPENDIX

Assist in ptcl 1 line 4 super deals campaign:-

I also assist this advertisement campaign of ptcl landline (PSTN) named 1line 4super deals. This is also introduce as a ramazan package and this campaign main objective is to increase the sale of PSTN landline connection. In this offer they give ptcl landline connection just for 500 rupees and they also give brand new headset absolutely free and call to Saudi Arabia at low cost and also the Islamic portal services. This advertisement campaign also has some changes and modification which we communicate to Agency. And one other thing for which I am very proud is that yshape of moon used in that campaign is my recommendation and I very thank full to Mam amber and sir

Aqeel shigri who approve my recommendation. The campaign copy is attached in APPENDIX.

Assist in ptcl dial donate campaign:-

I just communicate the Dial donate campaign in between agency and Sir Aqeel Shigri. Basically this campaign is an appeal to the genral public and specially ptcl customers to dial 1234 to donate Rs10/call to the flood effected people. in this campaign I communicate the massage to the interflow agency that to fill the empty area with some other pictures and rest of the campaign is fine. The copy of that campaign is also attached in APPENDIX.

Assist in ptcl eid offer campaign:-

This is another offer for both PTCL land line and Vfone for eid day named PTCL's Eid offer. In this ptcl offer low call rate nation wide, and international for 16 countries only at Rs. 2/min and also offer conference call for three people nationwide and internationally too. Copy of campaign is also attached in APPENDIX.

Rate comperision and cost estimation of conference call:-

In this task we have have to put the bids of all Agencies in an excel sheet and then compare it one and other and select that agency whose bid cheapest and then add the commission of agency in the total bid amount. And then calculate the 50% of final figure which company have to pay in advance. See APPENDIX.

EVO nitro launch ceremony:-

This is another event for which I feel my self very proud to get chance of attending such event and slightly participating in organizing of this event.

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This is a lounhing ceremony of EVO nitro and again sir Aqeel shigri honor me and my friend by inviting in this ceremony where SEVP's EVP's, President and many other high officials are invited. The photograph of this event and the list of guest's are also attached in appendix.

BUSINESS INTELIGENCE DEPARTMENT

the second department where I work is Business intelligence department.

This department is in the same area where MarCom department is. In this department Mam Zehnab (S. M) callme and assign me some task to perform under Mam Qudsia. This department is very quit and every one is buzy in their own work but this department also give good opportunities to work and learn. In this department I performed following tasks.

Financial analysis

When Mam zehrab call me first time and question me can u do analysis task? I replied that yes mam I already done few analysis as a final project. Then she give me few quaterly financial reports and ask me to do financil Analysis and also compare each quarter with other. And then I complete the analysis and comperision according to best of my financial skills. But she pinpoint the weak area in this analysis report and tech me how analysis must be. And at the end she say this analysis is also goo but it can be better. And from then I learn tht analysis means indeepth study of information or setuation. The copy of financial analysis is attached in APPENDIX.

Swort analysis

After the financial anlysis task Mam Qudsia involve us in another project which was assigned to her. She tell us that to develop the SWOT analysis of

ptcl and with proper link/URL for every point in SWOT. Through this task we learn a lot about ptcl and this task is also very interesting. The copy of SWOT is also attached in APPENDIX.

Quardplay

Mam Qudsia then assign us an other task that is research base. This task is regarding Quardplay product. In this we have to search that wether any company inside or out side Pakistan (India, china, Japan, Malaysia, Indonesia e. t. c) have product like this or not? We won't found any package like quardplay nither inside nor outside Pakistan.

Complaint Management System (CFMS)

CFMS is online complaint management system of PTCL and Mam Zehrab assign me task to regularly monitor the complaints status and when the number increases very rapidly then inform me. She give me her own login and password to consciously monitor the complaints.

SWOT Analysis of Organization:-

Strenght

PTCL have largest infrastructure through out the country or we can say that PTCL own the basic infrastructure of telecom in country.

PTCL is the cheapest broadband provider through the world.

As the past serving and current Significant Market Player (SMP), PTCL, no doubt, has got the largest operational network and infrastructure within ICT (Information & Communication Technologies) section.

PTCL don't lack in numbers and potential, if we talk about human resources or in other word ptcl have good HR.

Data center is another strength of PTCL

Ptcl financial and strategic position become more stronger when Etisalat has joined them as investment arm as compare to other competing firms.

PTCL is enjoying monopoly in fixed line telephone or landline.

PTCL (Ufone) is market challenger in GSM segment. Overall they have the one of the largest consumer power on average in the whole Pakistan telecom or cellular companies.

PTCL having over 2 million lines, PTCL is the largest WLL provider and 1134 base stations cover 720 cities still increasing the capacity.

ptcl market share more than 94% share in fixed line or land line segment.

WEAKNESS

PTCL customer service is still not good and this is one of their main weaknesses and due to this there is very less number of brandloyal customer.

The monopolistic culture of PTCL won't let them to improve their service.

PTCL have over employment and low productivity as well.

PTCL HR department is not up to set standards on the bases of appraisal system of their employees.

PTCL waste huge amount of resources.

Their staff won't get any benefit for their higher qualification and since 12 year their promotions are stopped.

Under utilization of resources e. g they have complaint management system but still customer complaints are not rectified on time.

Ptcl corporate culture is similar to the government offices.

PTCL is not properly marketing their new services and product

Oppertunity

PtCl have huge opertunity to increase their profit ability by improving customer services.

They can improve the broadband market share by traing their technical staff and replacing copper wire with Opticalfibers.

Ptcl can save a lot of resources if they bring so betterment in their planning process.

PTCL can easily rase their market share by improving their marketing tactice.

Ptcl must grab bright opportunities like WI-MAX.

PTCL must have to come up with vedio call.

PTCL must have to grab the opportunity of 3G technology.

Threat:-

PTCL is facing huge threat of migration from landline to mobile phone.

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Increasing involvement of rivals in social activities can badly affect PTCL Image and market share.

Brilliant customer service of rivals is a huge threat for PTCL.

Increasing rate of cyber crime is also a threat for PTCL high speed internet devices like EVO, EVO Nitro.

Continuously improving quality of Naya Teli is also a threat for PTCL.

Recommendation:-

PTCL must have to focus on their employees

Till now PTCL is just a procedure-oriented company but it should be shifted from that to an employee-oriented company to satisfy and motivate their HR. PTCL has to value their staff.

PTCL must have to motivate their employees

PTCL HR management is continuously saying that it motivates and appreciates their employees but according to the employees there is no motivational aspect present, which has a positive impact on their performance.

PTCL has to unfreeze the promotion.

PTCL has to unfreeze the promotion program which is closed since 12 years. Due to this motivation and positivity decreases in employees.

PTCL lacks in Professionalism

PTCL is not following a very professional attitude. A lot of biasness and personal favoritisms exist there and employees are evaluated on the basis of

personal relations with their respective upper management, without taking performance much into consideration.

PTCL have to invest in training their employees

Till now Ptcl doesn't give his employees required training opportunities but now they have to invest in this area if they want to improve their market standing and service quality And at the same time ptcl have to make contract with their employees that cant leave PTCL for a specific period of time after training.

PTCL have to invest in Customer service

Poor customer service is the main problem of PTCL and competitors are hitting Ptcl through this area and now PTCL have to invest in that area to convert this weakness into strength.

Proper appraisal system

Ptcl must have proper appraisal system or proper reward system which raise the motivation level between employees and also improve productivity,

Improve marketing strategy

PTCL managemet have to improve the marketing stretagy because now days they mainly advertise their sevicees on Smart tv. They have to advertise on other channels too.

Conclusion