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1.1 GENERAL INTRODUCTION:

Indian telecom sector has a unique distinction of being the fastest growing telecom sector in the world with addition of over eight million subscribers per month and the second largest wireless network in the world after China with over 315 mobile connections. However, the telecom growth in rural areas has not kept pace with that in urban areas and the government has a long way to go in bridging the rural urban divide and further improving the connectivity in rural areas.

The initiative of department of telecom for ’sharing of wireless infrastructure’, wherein, the government extend a one time subsidy support to operators from the Universal Services Fund to set up shared towers/cells sites in rural and remote areas, will definitely facilitate in achieving faster rural penetration.

People will not stop to communicate with each other due to global crises rather it has been seen that it will increase much particularly with mobile communication. With cheap cell phones available in the Indian market and cheaper call rates, the sector has become the necessity and primary need of everyday life.

Telecom sector, according to industry estimates, year 2008 started with a subscriber base of 228 million and will likely to end with a subscriber base of 332 million - a full century! The Telecom industry expects to add at least another 90 million subscribers in 2009 despite of recession. The Indian telecommunications industry is one of the fastest growing in the world and India is projected to become the second largest telecom market globally by 2010.The Impact of the current global economic recession would be comparatively less on Indian telecom sector due to the inherent strength and faster anticipated growth in this sector.

1.2 INTRODUCTION TO THE INDIAN TELECOM INDUSTRY:

The network in India is the fifth largest network in the world meeting up with global standards. Presently, the Indian telecom industry is currently slated to an estimated contribution of nearly 1% to India’s GDP.

The Indian Telecommunications network with 110.01 million connections is the fifth largest in the world and the second largest among the emerging economies of Asia. Today, it is the fastest growing market in the world and represents unique opportunities for U.S. companies in the stagnant global scenario. The total subscriber base, which has grown by 40% in 2005, is expected to reach 250 million in 2007.

According to Broadband Policy 2004, Government of India aims at 9 million broadband connections and 18 million internet connections by 2007. The wireless subscriber base has jumped from 33.69 million in 2004 to 62.57 million in FY2004-2005. In the last 3 years, two out of every three new telephone subscribers were wireless subscribers. Consequently, wireless now accounts for 54.6% of the total telephone subscriber base, as compared to only 40% in 2003. Wireless subscriber growth is expected to bypass 2.5 million new subscribers per month by 2007. The wireless technologies currently in use are Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). There are primarily 9 GSM and 5 CDMA operators providing mobile services in 19 telecom circles and 4 metro cities, covering 2000 towns across the country.

1.3 EVOLUTION OF THE INDUSTRY-IMPORTANT MILESTONES

TABLE 1.1

Year	**History of Indian Telecommunications**
1851	First operational land lines were laid by the government near Calcutta (seat of British power)

1881	Telephone service introduced in India
1883	Merger with the postal system
1923	Formation of Indian Radio Telegraph Company (IRT)
1932	Merger of ETC and IRT into the Indian Radio and Cable Communication Company (IRCC)
1947	Nationalization of all foreign telecommunication companies to form the Posts, Telephone and Telegraph (PTT), a monopoly run by the government's Ministry of Communications
1985	Department of Telecommunications (DOT) established, an exclusive provider of domestic and long-distance service that would be its own regulator (separate from the postal system)
1986	Conversion of DOT into two wholly government-owned companies: the Videsh Sanchar Nigam Limited (VSNL) for international telecommunications and Mahanagar Telephone Nigam Limited (MTNL) for service in metropolitan areas.
1997	**Telecom** Regulatory Authority of India created.
1999	Cellular Services are launched in India. New National **Telecom** Policy is adopted.
2000	DoT becomes a corporation, BSNL

1.4 MAJOR PLAYERS:

There are three types of players in telecom services

- -State owned companies (BSNL and MTNL)
- -Private Indian owned companies (Reliance Infocomm, Tata Teleservices,)
- -Foreign invested companies (Hutchison-Essar, Bharti Tele-Ventures, Escotel, Idea Cellular, BPL Mobile, Spice Communications)

a. BSNL

On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was renamed Bharat Sanchar Nigam Limited (BSNL). BSNL is now India's leading Telecommunications Company and the largest public sector undertaking. It has a network of over 45 million lines covering 5000 towns with over 35 million telephone connections. The state-controlled BSNL operates basic, cellular (GSM and CDMA) mobile, Internet and long distance services throughout India (except Delhi and Mumbai). BSNL will be expanding the network in line with the Tenth Five-Year Plan (1992-97). The aim is to provide a telephone density of 9.9 per hundred by March 2007. BSNL, which became the third operator of GSM mobile services in most circles, is now planning to overtake Bharti to become the largest GSM operator in the country. BSNL is also the largest operator in the Internet market, with a share of 21 per cent of the entire subscriber base.

b. BHARTI

Established in 1985, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit, ranging from being the first mobile service in Delhi, first private basic telephone service provider in the country, first Indian company to provide comprehensive telecom services outside India in Seychelles and first private sector service provider to launch National Long Distance Services in India. Bharti's Tele-Ventures Limited was incorporated on July 7, 1995 for promoting investments in telecommunications services. Its subsidiaries operate telecom services across India.

Bharti's operations are broadly handled by two companies: the Mobility group, which handles the mobile services in 16 circles out of a total 23 circles across the country; and the Infotel group, which handles the NLD, ILD, fixed line, broadband, data, and satellite-based services. Together they have so far deployed around 23,000 km of optical fiber cables across the country, coupled with approximately 1,500 nodes, and presence in around 200 locations. The group has a total customer base of 6.45 million, of which 5.86 million are mobile and 588,000 fixed line customers, as of January 31, 2004. In mobile, Bharti's footprint extends across 15 circles.

Bharti’s Tele-Ventures' strategic objective is “to capitalize on the growth opportunities the company believes are available in the Indian telecommunications market and consolidate its position to be the leading integrated telecommunications services provider in key markets in India, with a focus on providing mobile services”.

c. MTNL

MTNL was set up on 1st April 1986 by the Government of India to upgrade the quality of telecom services, expand the telecom network, and introduce new services and to raise revenue for telecom development needs of India’s key metros – Delhi, the political capital, and Mumbai, the business capital. In the past 17 years, the company has taken rapid strides to emerge as India’s leading and one of Asia’s largest telecom operating companies. The company has also been in the forefront of technology induction by converting 100% of its telephone exchange network into the state-of-the-art digital mode. The Govt. of India currently holds 56.25% stake in the company.

In the year 2003-04, the company's focus would be not only consolidating the gains but also to focus on new areas of enterprise such as joint ventures for projects outside India, entering into national long distance operation, widening the cellular and CDMA-based WLL customer base, setting up internet and allied services on an all India basis.

MTNL has over 5 million subscribers and 329,374 mobile subscribers. While the market for fixed wire line phones is stagnating, MTNL faces intense competition from the private players—Bharti, Hutchison and Idea Cellular, Reliance Infocomm—in mobile services. MTNL recorded sales of Rs. 60.2 billion ($1.38 billion) in the year 2002-03, a decline of 5.8 per cent over the previous year’s annual turnover of Rs. 63.92 billion.

d. RELIANCE INFOCOMM

Reliance is a $16 billion integrated oil exploration to refinery to power and textiles conglomerate. It is also an integrated telecom service provider with licenses for mobile, fixed, domestic long distance and international services. Reliance Infocomm offers a complete range of telecom services, covering mobile and fixed line telephony including broadband, national and international long distance services, data services and a wide range of value added services and applications. Reliance India Mobile, the first of Infocomm initiatives was launched on December 28, 2002. This marked the beginning of Reliance's vision of ushering in a digital revolution in India by becoming a major catalyst in improving quality of life and changing the face of India.

Reliance Infocomm plans to extend its efforts beyond the traditional value chain to develop and deploy telecom solutions for India's farmers, businesses, hospitals, government and public sector organizations. Until recently, Reliance was permitted to provide only “limited mobility” services through its basic services license. However, it has now acquired a unified access license for 18 circles that permits it to provide the full range of mobile services. It has rolled out its CDMA mobile network and enrolled more than 6 million subscribers in one year to become the country’s largest mobile operator.

It now wants to increase its market share and has recently launched pre-paid services. Having captured the voice market, it intends to attack the broadband market.

e. TATA TELESERVICES

Tata Teleservices is a part of the $12 billion Tata Group, which has 93 companies, over 200,000 employees and more than 2.3 million shareholders. Tata Teleservices provides basic (fixed line services), using CDMA technology in six circles: Maharashtra (including Mumbai), New Delhi, Andhra Pradesh, Tamil Nadu, Gujarat, and Karnataka. It has over 800,000 subscribers. It has now migrated to unified access licenses, by paying Rs.5.45 billion ($120 million) fee, which enables it to provide fully mobile services as well.

The company is also expanding its footprint, and has paid Rs. 4.17 billion ($90 million) to DoT for 11 new licenses under the IUC (interconnect usage charges) regime. The new licenses, coupled with the six circles in which it already operates, virtually gives the CDMA mobile operator a national footprint that is almost on par with BSNL and Reliance Infocomm. The company hopes to start off services in these 11 new circles by August 2004. These circles include Bihar, Haryana, Himachal Pradesh, Kerala, Kolkata, Orissa, Punjab, Rajasthan, Uttar Pradesh (East) & West and West Bengal.

f. VSNL

On April 1, 1986, the Videsh Sanchar Nigam Limited (VSNL) - a wholly Government owned corporation - was born as successor to OCS. The company operates a network of earth stations, switches, submarine cable systems, and value added service nodes to provide a range of basic and value added services and has a dedicated work force of about 2000 employees. VSNL's main gateway centers are located at Mumbai, New Delhi, Kolkata and Chennai. The international telecommunication circuits are derived via Intelsat and Inmarsat satellites and wide band submarine cable systems e.g. FLAG, SEA-ME-WE-2 and SEA-ME-WE-3.

The company's ADRs are listed on the New York Stock Exchange and its shares are listed on major Stock Exchanges in India.

The Indian Government owns approximately 26 per cent equity, M/s Panatone Finvest Limited as investing vehicle of Tata Group owns 45 per cent equity and the overseas holding (inclusive of FIIs, ADRs, Foreign Banks) is approximately 13 per cent and the rest is owned by Indian institutions and the public. The company provides international and Internet services as well as a host of value-added services. Its revenues have declined from Rs. 70.89 billion ($1.62 billion) in 2001-02 to Rs. 48.12 billion ($1.1 billion) in 2002-03, with voice revenues being the mainstay. To reverse the falling revenue trend, VSNL has also started offering domestic long distance services and is launching broadband services. For this, the company is investing in Tata Teleservices and is likely to acquire Tata Broadband.

g. HUTCH

Hutch's presence in India dates back to late 1992, when they worked with local partners to establish a company licensed to provide mobile telecommunications services in Mumbai. Commercial operations began in November 1995. Between 2000 and March 2004, Hutch acquired further operator equity interests or operating licenses. With the completion of the acquisition of BPL Mobile Cellular Limited in January 2006, it now provides mobile services in 16 of the 23 defined license areas across the country. Hutch India has benefited from rapid and profitable growth in recent years. It had over 17.5 million customers by the end of June 2006.

h. IDEA

Indian regional operator IDEA Cellular Ltd. has a new ownership structure and grand designs to become a national player, but in doing so is likely to become a thorn in the side of Reliance Communications Ltd. IDEA operates in eight telecom "circles," or regions, in Western India, and has received additional GSM licenses to expand its network into three circles in Eastern India -- the first phase of a major expansion plan that it intends to fund through an IPO, according to parent company Aditya Birla Group.

i. **NOKIA**

Nokia is a consumer led company. There is a progressive and continuous increase in consumer involvement with technology and communications globally. People are broadening their modes of communication to include the web and, social networks are becoming central to how people communicate.

People want to be truly connected, independent of time and place, in a way that is very personal to them. And, Nokia's promise is to connect people in new and better ways.

Nokia's strategy is to build trusted consumer relationships by offering compelling and valued consumer solutions that combine beautiful devices with context enriched services.

Nokia's history starts in 1865, when engineer Fredrik Idestam established a wood-pulp mill in southern Finland and started manufacturing paper. Due to the European industrialization and the growing consumption of paper and cardboard Nokia soon became successful. In 1895 Fredrik Idestam handed over the reins of the company to his son-in-law Gustaf Fogelholm. Nokia's products were exported first to Russia and then to the UK and France. The Nokia factory attracted a large workforce and a small community grew up around it. A community called Nokia still exists on the riverbank of Emäkoski in southern Finland.

j. **MOTOROLA**

Motorola, Inc. is an American, multinational, Fortune 100,[5] telecommunications company based in Schaumburg, Illinois. It is a manufacturer of wireless telephone handsets, also designing and selling wireless network infrastructure equipment such as cellular transmission base stations and signal amplifiers.

Motorola's home and broadcast network products include set-top boxes, digital video recorders, and network equipment used to enable video broadcasting, computer telephony, and high-definition television. Its business and government customers consist mainly of wireless voice and broadband systems used to build private networks and public safety communications systems.

Motorola started in Chicago, Illinois as **Galvin Manufacturing Corporation** in 1928 with its first product being a battery eliminator. The name Motorola was adopted in 1930, and the word has been used as a trademark since the 1930s. Founders Paul Galvin and Joseph Galvin came up with the name *Motorola* when the company started manufacturing car radios[6] in 1930; the name is a combination of "motor" and "Victoria."

Many of Motorola's Products have been radio-related, starting with a battery eliminator for radios, through the first walkie-talkie in the world in 1940, defense electronics, cellular infrastructure equipment, and mobile phone manufacturing. In the same year, the company built its research and development program with Daniel Noble, a pioneer in FM radio and semiconductor technologies joined the company as director of research.

k. SONY ERICCSON

Sony Ericsson is a joint venture established on October 3, 2001 by the Japanese consumer electronics company Sony Corporation and the Swedish telecommunications company Ericsson to make mobile phones. The stated reason for this venture is to combine Sony's consumer electronics expertise with Ericsson's technological leadership in the communications sector. Both companies have stopped making their own mobile phones. The company's global management is based in Hammersmith, London, and it has research & development teams in Sweden, Japan, China, Germany, the United States, India, Pakistan and the United Kingdom.

By 2008, it was the fifth-largest mobile phone manufacturer in the world after Nokia, Samsung, LG and Motorola. The sales of products largely increased due to the launch of the Walkman and Cyber-shot series.

Recent performance:

While Sony Ericsson has been enjoying strong growth recently, its South Korean rival LG Electronics overtook it in Q1 2008 due to the company's profits falling significantly by 43% to €133 million (approx. US$ 179.6697 million [2]), sales falling by 8% and market share dropping from 9.4% to 7.9%, despite favorable conditions that the handset market was expected to grow by 10% in 2008. Sony Ericsson announced another profit warning in June 2008[3] and saw net profit crash by 97% in Q2 2008, announcing that it would cut 2,000 jobs, leading to wide fear that Sony Ericsson is on the verge of decline along with its struggling rival, Motorola.[4] In Q3 the profits were much on the same level, however November and December saw increased profits along with new models being released such as the C905 being one of the top sellers across the United Kingdom.

Sony Ericsson has, as of July 18, 2008, approximately 9,400 employees and 2,500 contractors worldwide. Hideki Komiyama is the president of the company and has been since November 1, 2007 when he replaced Miles Flint. The Corporate Executive Vice President is Anders Runevad.

l. LG:

The LG mobile phone deals have gone a great deal of evolution when it comes to innovative style and giving convenience and comfort to the users. With LG mobile phones, users are exposed to breakthroughs that involve wide-ranging tools of communication. Over the course of the history, LG mobile phones has crossed geographical boundaries, employed wireless communications to its highest extent, and provided entertainment and luxury to the users which also allows interactivity among other users as well.

Due to unbeatable system of innovations and excellent performance from LG mobile phones, LG mobile phones have hit the top position of mobile phone brands that deliver excellent products and services.

LG mobile phones are notable for its glossy designs and interface, apart from the high-end specifications it continues to manufacture and build. So, when it comes to aesthetic qualities that a user looks from his or her mobile phone, LG mobile phones can make you fall in love with its style, design, and functions. The quality and usability of LG mobile phones, the criteria that are usually highlighted when talking about mobile phones satisfaction, are substantially considered. If the issue is aesthetics, the bright and glossy designs are unrivaled and it has undoubtedly received applauds because of the efficiency it provides.

The new trends that LG mobile phones can be seen not just from its affordable price but to the design features it have such as the flip feature, sliding feature, and swivel feature which have become the trademark of LG mobile phones from the first time it had introduced its first mobile phone to the succeeding models such as KT610, KP320, KF700, KT610, etc. The 3G technology and other tools from quality connectivity options are also part of the LG mobile phone deals. Other features that have become essential in every LG mobile phones are: the high resolution, music player, document viewer, massive storage capacity, cameras, and others. The data transfer in high speed mode and the entertainment that LG mobile phones can give to its users are now indispensable parts of every mobile phone released and manufactured by LG Electronics.

1.5 COMPANY MARKET SHARES: The following table shows the market share of the telecommunication players in India.

TABLE 1.2

Company	Million Subs (Nov 2003)	% share

BSNL	40.3	58.8
Reliance	6.1	8.9
Bharti	5.7	8.3
MTNL	4.9	7.2
Hutchison	2.9	4.2
Idea Cellular	2.1	3.0
BPL	1.4	2.1
Tata Teleservices	1.3	1.9
Spice	1.0	1.4
Escotel	0.8	1.1
Fascel	0.8	1.1
Aircel	0.9	1.4
Hexacom	0.2	0.3
Shyam Telelink	0.1	0.2

1.51 Telecom Policy Environment:

Indian telecommunications today benefits from among the most enlightened regulation in the region, and arguably in the world. The sector, sometimes considered the "poster-boy for economic reforms," has been among the chief beneficiaries of the post-1991 liberalization.

Unlike electricity, for example, where reforms have been stalled, telecommunications has generally been seen as removed from "mass concerns," and thus less subject to electoral calculations.

Market-oriented reforms have also been facilitated by lobbying from India's booming technology sector, whose continued success of course depends on the quality of communications infrastructure. Despite several hiccups along the way, the Telecom Regulatory Authority of India (TRAI), the independent regulator, has earned a reputation for transparency and competence.

With the recent resolution of a major dispute between cellular and fixed operators (see below), Indian telecommunications, already among the most competitive markets in the world, appears set to continue growing rapidly. While telecom liberalization is usually associated with the post-1991 era, the seeds of reform were actually planted in the 1980s. At that time, Rajeev Gandhi proclaimed his intention of "leading India into the 21stcentury," and carved the Department of Telecommunications (DOT) out of the Department of Posts and Telegraph. For a time he also even considered corporatizing the DOT, before succumbing to union pressure. In a compromise, Gandhi created two DOT-owned corporations: Mahanagar Telephone Nigam Limited (MTNL), to serve Delhi and Bombay, and Videsh Sanchar Nigam Limited (VSNL), to operate international telecom services. He also introduced private capital into the manufacturing of telecommunications equipment, which had previously been a DOT monopoly.

These and other reforms were limited by the unstable coalition politics of the late1980s. It was not until the early 1990s, when the political situation stabilized, and with the general momentum for economic reforms, that telecommunications liberalization really took off. In 1994, the government released its National Telecommunications Policy (NTP-94), which allowed private fixed operators to take part in the Indian market for the first time (cellular operators had been allowed into the four largest metropolitan centers in 1992).

Under the government's new policy, India was divided into 20 circles roughly corresponding to state boundaries, each of which would contain two fixed operators (including the incumbent), and two mobile operators.

As ground-breaking as NTP-94 was, its implementation was unfortunately marred by regulatory uncertainty and over-bidding. A number of operators were unable to live up to their profligate bids and, confronted with far less lucrative networks than they had supposed, pulled out of the country.

As a result, competition in India’s telecom sector did not really become a reality until 1999. At that time the government’s New Telecommunications Policy (NTP-99) switched from a fixed fee license to a revenue-sharing regime of approximately 15%. This figure has subsequently been lowered (to 10%-12%), and is expected to be reduced even further over the coming years. Still, India continues to derive substantial revenue from license fees ($800 million in 2001-2002), leading some critics to suggest that the government has abrogated its responsibilities as a regulator to those as a seller. Another, perhaps even more significant, problem with India’s initial attempts to introduce competition was the lack of regulatory clarity. Private operators complained that the licensor – the DOT – was also the incumbent operator. The many stringent conditions attached to licenses were thus seen by many as the DOT’s attempt to limit competition.

It was in response to such concerns that the government in 1997 set up the Telecom Regulatory Authority of India (TRAI), the nation’s first independent telecom regulator. Over the years, TRAI has earned a growing reputation for independence, transparency and an increasing level of competence.

Early on, however, the regulator was beleaguered on all fronts. It had to contend with political interference, the incumbent’s many challenges to its authority, and accusations of ineptitude by private players.

Throughout the late 1990s, TRAI’s authority was steadily whittled away in a number of cases, when the courts repeatedly held that regulatory power lay with the central government. It was not until 2000, with the passing of the TRAI Amendment Act, that the regulatory body really came into its own. Coming just a year after NTP-99, the act marks something of a watershed moment in the history of India telecom liberalization.

It set the stage for several key events that have enabled the vigorous competition witnessed today. Some of these events include:

• The corporatization of the DOT and the creation of a new state-owned telecom company, Bharat Sanchar Nigam Ltd (BSNL), in 2000;

• The opening up of India’s internal long-distance market in 2000, and the subsequent drop in long-distance rates as part of TRAI’s tariff rebalancing exercise.

• The termination of VSNL’s monopoly over international traffic in 2002, and the partial privatization of the company that same year, with the Tata group assuming a 25% stake and management control.

• The gradual easing of the original duopoly licensing policy, allowing a greater number of operators in each circle.

• The legalization, in 2002, of IP telephony (a move that many believe was held up due to lobbying by VSNL, which feared the consequences on its international monopoly).

• The introduction in 2003 of a Calling Party Pays (CPP) system for cell phones, despite considerable opposition (including litigation) by fixed operators;

• And, more generally, the commencement of more stringent interconnection regulation by TRAI, which has moved from an inter-operator “negotiations-based” approach (often used by the stronger operator to negotiate ad infinitum) to a more rules-based approach.

All of these events have created an impressive forward-momentum in Indian telecommunications, resulting in a vigorously competitive and fast-growing sector.

India has also suffered from its fair share of regulatory hiccups. Many operators (mobile players in particular) still complain about the difficulties of gaining access to the incumbent's (BSNL) network, and the government's insistence on capping FDI in the telecom sector to 49% (a move made in the name of national security) limits capital availability and thus network rollout.

In addition, ISPs, who were allowed into the market under a liberal licensing regime in 1998, continue to hemorrhage money, and have been pleading with the government for various forms of relief, including the provision of unmetered phone numbers for Internet access. Despite initially impressive results, the growth of Internet in the country has recently stalled, with only 8 million users. Broadband penetration, too, remains tiny.

1.52 Unified Licensing

But perhaps the biggest – and, until recently, most intractable – regulatory problem has been the drawn-out battle over "limited mobility" telephony. This imbroglio began in 1999, when MTNL sought permission from TRAI to provide CDMA-based WLL services with "limited mobility." GSM cellular operators were soon up in arms, arguing that "limited mobility" was simply a backdoor entry into their business.

Moreover, fixed operators had paid lower license and spectrum fees than cellular ones; were not required to pay access charges for cell-to-fixed calls (unlike their cellular counterparts); and, amidst accusations of cross-subsidization, were charging considerably lower rates than the cellular operators. The resulting conflict dragged on in the courts and in the political arena for years.

Fixed operators including new entrants Reliance and Tata Teleservices claimed that they were being prevented from providing a cheap service that would drive penetration and be of benefit to the "common man"; cellular players bitterly opposed what they perceived as unequal regulatory treatment for two kinds of operators who were in fact offering the same service. The real victim, of course, was the Indian telecommunications market, which suffered from investor perceptions of regulatory confusion and operator in-fighting.

In late 2002, for example, thousands of mobile users in New Delhi were for a time cut off from the fixed-line network when MTNL shut down interconnection for cellular companies. (MTNL later attributed the incident to a “technical snag.”) It was not until late 2003 that the issue was finally resolved, under considerable government pressure, when cellular operators agreed to withdraw their many cases against the fixed-line operators. Fixed operators would in effect be allowed to enter the mobile business; in return, the government granted cellular players several concessions, including lower revenue-share arrangements estimated to total over $210 million.

Perhaps most notably, the government announced its intention to adopt a “unified access licensing” regime, which would in the future provide a single, technology-neutral license for fixed and cellular operators. The hope is that this new license category will prevent a repeat of the recent controversy, and allow new technologies to enter the Indian market without requiring a wholesale rewrite of licensing laws.

1.6 MAJOR MARKET TRENDS:

The telecoms trends in India will have a great impact on everything from the humble PC, internet, broadband (both wireless and fixed), cable, and handset features, talking SMS, IPTV, soft switches, and managed services to the local manufacturing and Supply chain.

This report discusses key trends in the Indian telecom industry, their drivers and the Major impacts of such trends affecting mobile operators, infrastructure and handset vendors.

1.61 Higher acceptance for wireless services

Indian customers are embracing mobile technology in a big way (an average of four million subscribers added every month for the past six months itself).

They prefer wireless services compared to wire-line services, which is evident from the fact that while the wireless subscriber base has increased at 75 percent CAGR from 2001 to 2006, the wire-line subscriber base growth rate is negligible during the same period. In fact, many customers are returning their wire-line phones to their service providers as mobile provides a more attractive and competitive solution. The main drivers for this trend are quick service delivery for mobile connections, affordable pricing plans in the form of pre-paid cards and increased purchasing power among the 18 to 40 years age group as well as sizeable middle class – a prime market for this service. Some of the positive impacts of this trend are as follows. According to a study, 18 percent of mobile users are willing to change their handsets every year to newer models with more features, which is good news for the handset vendors.

The other impact is that while the operators have only limited options to generate additional revenues through value-added services from wire-line services, the mobile operators have numerous options to generate non-voice revenues from their customers.

Some examples of value-added services are ring tones download, colored ring back tones, talking SMS, mobisodes (a brief video programme episode designed for mobile phone viewing) etc. Moreover, there exists great opportunity for content developers to develop applications suitable for mobile users like mobile gaming, location based services etc. On the negative side, there is an increased threat of virus – spread through mobile data connections and Bluetooth technology – in mobile phones, making them unusable at times. This is good news for anti-virus solution providers, who will gain from this trend.

1.7 MERGERS

Demand for new spectrum as the industry grows and the fact the spectrum allocation in done on the basis of number of subscribers will force companies to merge so as to claim large number of subscribers to gain more spectrum as a precursor to the launch of larger and expanded services. However it must also be noted that this may very well never happen on account of low telecom penetration.

1.8 NEW CIRCLES

As mentioned earlier there is a significant number of tier-2 and tier 3 cities that can accommodate more players we expect aggressive response by the companies to such opportunities as and when they are created.

1.9 BRAND AWARENESS:

a. **Definition of Brand:**

A Brand is a name, term, sign, symbol or design, or a combination of all these elements that companies use to convey the goods or services to customers and differentiate them from the products or services of the competitors. Once people get used to a brand, they shift to other brands only if it unavoidable. Thus a brand when it becomes a part of life ensures customer loyalty for the companies.

b. **Definition of Brand Awareness:**

Brand awareness is a marketing concept that refers to a consumer knowing of a brand's existence; at aggregate (brand) level it refers to the proportion of consumers who know of the brand. The level of brand recognition that consumers have of a particular brand and its specific product category.

c. **Brand awareness examines three levels of recognition:**

- ✓ whether the brand name is the first to come to mind when a consumer is questioned about a particular product category;
- ✓ whether the brand name is one of several that come to mind when a consumer is questioned about a particular product category; and
- ✓ whether or not a consumer has heard of a particular brand name.

Brand awareness is the act of creating public awareness of a specific brand in order to maximize its recognition. Successful brand awareness strategies should define a company's uniqueness and set it apart from competitors. Quite simply, if potential customers do not know about a company, they will not purchase from it.

Therefore, one of the pre-eminent goals of any business should be to build brand awareness, albeit in as cost-effective manner as possible.

1.10 MEASUREMENT DRIVEN CONCEPTUALIZATION

Brand awareness can be measured by showing a consumer the brand and asking whether or not they knew of it beforehand. However, in common market research practice a variety of recognition and recall measures of brand awareness are employed all of which test the brand name's association to a product category cue, this came about because most market research in the 20th Century was conducted by post or telephone, actually showing the brand to consumers usually required more expensive face-to-face interviews (until web-based interviews became possible). This has led many textbooks to conceptualize brand awareness simply as its measures, that is, knowledge that the brand is a member of a particular product category, e.g. soft-drinks. Examples of such measures include:

- **Brand recognition** - Either the brand name or both the brand name and category name are presented to respondents.
- **Brand recall** - the product category name is given to respondents who are asked to recall as many brands as possible that are members of the category.
- **Top of mind brand awareness** - as above, but only the first brand recalled is

recorded (also known as spontaneous brand recall).

While brand awareness scores tend to be quite stable at aggregate (level) level, individual consumers show considerable propensity to change their responses to recall based brand awareness measures. For top of mind recall measures, consumers give the same answer in two interviews typically only 50% the time. Similar low levels of consistency in response have been recorded for other cues to elicit brand name responses.

To purchase most products and services requires more than simple brand awareness. We also need to have positive evaluations and emotions about the brand. Indeed, brands can increase their levels of brand awareness by performing poorly. This may explain why brands with enormous strategic problems and flagging sales, register strong in brand awareness.

Brand awareness is important for low-involvement purchases, because consumers will often decide from a list of recalled brands brought directly from memory. It is no surprise, therefore, that when brands are measured by awareness most of the top ten brands in the survey are in low-involvement categories, such as breakfast cereal and detergent. Brands in these categories are purchased and used frequently. When prompted to name random brands, most consumers will retrieve these kinds of brands from memory. But brands from other categories where brand awareness is less crucial are unlikely to feature in the top ten, even though consumers may have stronger relationships with them.

Brands that exist in higher-involvement categories, such as cars, are less likely to be recalled in this way. Brand awareness polls also contradict the target market philosophy most brands adhere to luxury brands them on being known by an exclusive minority.

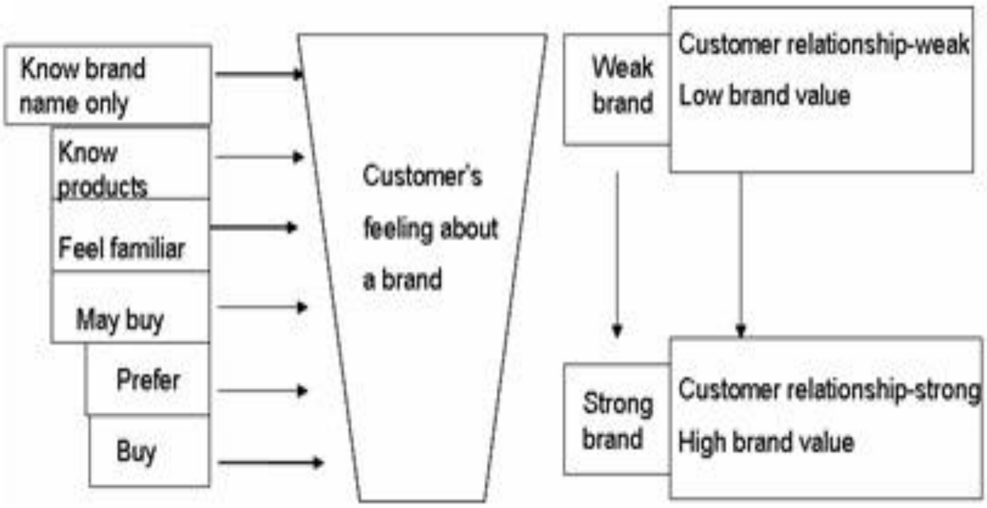
Many marketers make the mistake of only measuring brand awareness under the impression that this provides an accurate indication of brand health. In fact it is the nature, strength and importance of the brand associations in the minds of consumers that provides marketers with the true empirical vision of their brand equity. Any undergraduate with a calculator and a free afternoon can happily produce a valid league table of brand awareness scores. But no agency has yet produced an effective tool for measuring their clients' brand associations. Now that would be worth a few column inches.

Enhancing brand management

(1) Brand awareness increase–primary task in building a telecom brand

Brand awareness is to what extent target customers know the brand name and corresponding product category. The higher the brand awareness, the more familiar the customers are with it. In addition, customers feel secure with and favor their familiar brands.

Figure 1: Influence of brand awareness on customers



More and more marketing practices bear proof that the best way to enhance brand awareness is carrying out target customer-oriented activities in which brand attributes are highlighted to enable customers to feel these attributes and to engrave the brand into their hearts.

(2) Customers' instant feeling–key factor affecting the reputation of telecom brands

Brand awareness reflects the extent to which customers identify or remember a brand, while "reputation" is the customers' recognition of the brand value after they use products of this brand and compare the brand with others. Reputation serves as an important factor for building customer loyalty.

Be it an operator or a product & solutions vendor, their service offering carries intangible value. Customers' instant feelings are crucial, because in the long run, customers establish brand reputation perception based on these instant feelings.

Brands are intangible assets whose value is simply beyond estimation, service brands in particular. It is a combination of the quality of products and solutions behind the brand and the appropriate use of marketing strategy that make the brand become embraced by the public and everlasting.

2. RESEARCH DESIGN

2.1 STATEMENT OF THE PROBLEM:

The project has been concentrated on the study on brand awareness of the Meridian mobiles private ltd. As business today operate in a highly volatile environment governed by various macro environmental factors they need to constantly assess their relative position and identify the various problem areas or opportunities they need to work upon in order to sustain themselves competitively in the market. In a competitive marketplace where businesses compete for customers, to sustain in a business environment for long time.

This is seen as a key differentiator and increasingly has become a key element of business strategy. Organizations are increasingly interested in retaining existing customers while targeting new-customers. For this Measuring the brand awareness of the fly mobiles with other competitors provides an indication of how successful the organization is at providing products and/or services to the marketplace plays. With this view in mind a study was conducted on brand awareness of the Meridian Mobiles private limited.

2.2 PURPOSE OF STUDY:

The main theme of the chapter is to know the ‘source of the data the researcher has collected the data or information. The data are raw facts of observation, typically about physical phenomena. Thus, data are usually subjected to a value-added process where

1 It forms is aggregated, manipulated and organized.
2 Its contents are analyzed and evaluated.
3 It is placed in a proper context for a human user.

So information is processed data placed in a context that gives value for the reader. It is basis for analyzing and interpretation, which helps in making note of findings, conclusions and also helps to give suggestions. So data should be accurate, correct and clear .If it is inaccurate or not improper order the whole output gets affected and it may lead to confusion.

2.3 SCOPE OF THE STUDY:

The scope of the study is limited to Brand awareness of The Meridian mobiles with other telecom product and service providers like Nokia, Motorola, Sony Ericsson, Samsung, LG, Reliance, Tata Indicom and other products and/ or services providers. The researcher confined the scope of the study only to Bangalore City.

2.4 OBJECTIVES OF THE STUDY:

1. To study the brand awareness of The Meridian mobiles.
2. To study the various models of the fly mobiles in the Meridian mobiles pvt. Ltd.
3. To study the market potential of the meridian mobiles.
4. To study the factors influencing the purchase of the Meridian mobiles.
5. To study the customer perception about the meridian mobiles.

2.5 RESEARCH METHODOLOGY:

The study is based on the various data provided by the company and data collected from the internet along with questionnaire administered, which would be thoroughly studied and interpreted.

The method of data collection include both primary and secondary data

Primary data: The primary data is collected through:

1 Personal Observation

2 Questionnaire

Secondary data: To support the analytical part of this project secondary data has also been collected by various sources like:

1. Official Records of the company
2. Different documents / files of the company.
3. Prospects of company
4. Project report

5. Text Books
6. Magazines
7. Website

Sampling:

Sampling is a technique in which instead of every unit of the universe, only a part of the universe is steady and conclusion are drawn on that basis for the entire universe. The random sampling is used to collect the data for the study.

Sample size

Sample size refers to number of elements to be included in the study. The important decision that has to be taken while adopting a sampling technique is the sample source. Hence, the sample size was considered to be 100.

Sample description

No research work can be under taken with out of the co-operation of the respondents. The data was collected through questionnaire. Therefore respondents play a very vital for this study.

Sampling Techniques

To get the responds, the questionnaire method was used. The questionnaire used in this study was a structured one. Here the questions were arranged in a specific order and were logically interconnected for the research study.

2.6 PLAN OF ANALYSIS:

The data is collected from the officials of the Meridian mobiles and from the respondents. Further it will be analyzed with the help of statistical tools and techniques such as averages and percentages. The data will be presented through tables, charts, diagrams and so on so as to make the data presentable in a meaningful way.

2.7 LIMITATION OF THE STUDY:

1. The study does not claim completeness or accuracy in its findings, mainly because the study has been on data elicited from the respondents.
2. The study is based on the assumption that the respondents have given the true answer or information. Therefore the study is a representation of only respondent's opinion.
3. Study confined to Bangalore city only. Hence, the result may not be widely applicable.
4. As the study is based on the sampling method, the study suffers from all the disadvantages of such sampling.
5. The information used to arrive at findings and suggestions is on the basis of response given by the respondents. But it differs individually.

CHAPTERS SCHEME:

Chapter 1: Introduction to Industry and the topic

This chapter consists of General introduction to Telecom industry in the present scenario and brand awareness and its importance.

Chapter 2: Research design

This chapter deals with the different stages followed scientifically for completing the project. Statement of the problem, purpose of the study, objectives of the study, scope of the study, research design of the study, sources of the data, sampling plan, data collection instruments, plan of analysis and limitation of the study.

Chapter3: Company profile

This chapter consists of Origin, Vision, Mission, Objectives, organization structure, product profile, social responsibilities etc. of the company.

Chapter 4: Analysis and interpretation

In this chapter, the data collected is analyzed and interpreted.

Chapter 5: Summary of findings and recommendations

This chapter consists of summary, the findings, recommendations and conclusion.

Bibliography

Annexure: This consists of questionnaire which pertaining to the data collection of research work.

3. COMPANY PROFILE

3.1 INTRODUCTION:

Fly is a European based mobile phone which is operated by the Meridian mobiles Group. The meridian mobile company founded in 2002 with offices in countries including UK, France, Germany, India, Russia, Ukraine and Nigeria. In just a few years, Fly was successfully launched in a number of countries, including in Eastern Europe and Asia. Fly continuously explores new opportunities and is planning to launch soon in a variety of new markets.

Fly has already become a leading mobile phone brand in Eastern Europe. In Russia, Fly has achieved a phenomenal growth in the past few years to reach 4% market share at the end of 2006. In the CIS, Fly has reached a 5% market share with particular success in Ukraine and Kazakhstan. Fly is also developing fast in other parts of the world. In 2004, Fly was introduced in India. In 2007, the brand was also launch in the Middle-East as well as certain countries in Africa.

Fly enjoyed an exceptional year 2006, especially in Russia and the CIS where it has reached unprecedented heights. In these countries, Fly has now become a major player and a direct competitor for the traditional mobile phone giants.

PHILOSOPHY: Fly focuses on 3 core elements, continuously striving to improve them:

Style: Fly offers ultra contemporary designs complete using cutting edge combinations of shapes, materials and colors.

Technology: Fly phones feature the latest innovations in mobile phones, such as high resolution cameras, wide screens as well as new entertainment and interactive tools.

Functionality: Fly phones feature highly intuitive interfaces with some of the best Russian customization available on the market.

OFFER:

Fly offers a wide and dynamic product range, including mobile phones, smart phones and phone accessories. Fly launched 27 new mobile phones in 2006 in all categories — bar phones, clamshells, sliders — and is planning another 30 new models planned for 2007.

Fly launched its first smart phone in December 2006, the Microsoft Windows Mobile based Fly IQ-110, as well as its first luxury phone in February 2007: Fly LX800 Sapphire. The brand will launch a full range of phone accessories in 2007. The year 2007 looks like another remarkable year for Fly with an expected increase in market share of 50% in the countries in which it operates, with planned launches into new countries as well as ventures into new sectors and activities, Fly is quickly becoming a key player on the worldwide mobile phone market. Fly phones are currently available in 25 countries of the world and is one of the fastest growing mobile phone brands in the markets it competes in. It holds a 6% global market share.

3.2 History:

Meridian Telecom was founded by a group of private investors in 2002. The group holds immense experience in growing mega distribution and marketing in FMCG field, especially in the emerging markets.

The company launched Fly brand in 2003 making rapid inroads in the stylish, feature rich and user friendly mobile phone market. Capitalizing on the fast growth of this segment the company soon diversified its product range in the high value segment, smart phones, and mobile phone accessories and soon to be launched digital cameras.

Meridian focus on high quality and workmanship began to pay off soon enough in an industry which was consolidating into the big 4 or 5 players.

Meridian continuously improved its market but began to expand from Russia to CIS, Ukraine, Poland, Bulgaria, and now UK where it has successfully developed links with major players Virgin and Argos amongst others. Similarly Africa, Middle East and South Asia are in advance stages of launch.

During a short period of existence, the company has managed to gain a significant market share and became an important player in handset distribution in Central & West Europe including Russia. Meridian's successful strategy of strong product offerings and a differentiated retail strategy have resulted in recording high growths in the fast emerging markets. Globally the group has key operations in the following places.

TABLE: 3.1

Sl. No	Regions	Country Operations
1	East Europe	All CIS countries; hub in Moscow
2	Western Europe	Offices in UK
3	Africa	Nigeria
4	Asia	India, Vietnam; hub in New Delhi
5	Asia	Product Development & Manufacturing in S.Korea, China

TABLE: 3.2

Sl. No	Year	Growth
1	2002	Company founded as a marketer of mid-end mobile phones

2	2003	Fly brand launched in Russia to provide quality & stylish mobile phones
3	2004	Fly launched in CIS markets, India
4	2005	Fly repositioning with series of high-end multimedia & designer phones
5	2006	Fly launched in the UK with leading UK operators and retailers
6	2007	Acquisition of design & manufacturing companies to improve product quality and roadmap
7	2008	Expansion across Europe, MENA and in other digital products

3.3 Fly Mobiles in India:

Indian consumers will now have more choice of mobile phones in addition to Nokia, Motorola, Samsung, LG, et al. The latest to hit the market Fly mobiles from Meridian. Now smart phones need not cost the earth. With Indian consumers ready to change handsets frequently and demanding more and more features, the latest entrants are sure to carve a niche for themselves.

Meridian Mobile Private Limited is part of the Meridian Group, headquartered in Europe. The company is now expanding rapidly in India by developing a large offering under the Fly brand. The products include: Feature Phones, Smart-phones and Mobile Phone Accessories. Meridian came to India on October 2004 and the Fly brand was launched in India in June 2005. With 10 Regional Offices and a Head Office based in New Delhi, the company has a head count of over 4000 employees and is entrenched in over 7000 top mobile shops in 145 cities. The mobiles range comprises of Mid & High-end phones. Fly, with its highly differentiated range has been received with great enthusiasm in India by the trade as well as the users.

The company has a pan India presence and within a short span of time it has become the fastest growing mobile phone company in the country with a significant market share within its range. Product development is a key strength of Meridian. Sourcing professionals from the overseas offices of Meridian Telecom have selected models for the Indian market that are both at the cutting-edge of features, design and incorporate the best of international styling. Also, Meridian Telecom has over a period of one year carried-out extensive and rigorous testing and customization of Fly products for the Indian market.

Fly is available with a variety of exclusive and differentiated mobile phones. It is important to have fully loaded phones as the replacement market gets stronger. This is likely to result in huge demand for feature rich and stylish phones. Meridian offers the critical buyer smart value choices.

Meridian Mobile is now poised to become one of the fastest growing companies in mobile telephony today.

VISION: "To become NUMBER ONE in the handset selling segment".

MISSION: "To provide sleek and stylish World class handsets".

3.4 STRATEGY:

Since its inception in 2002, Meridian has evolved from a pure mobile phone marketer into a company providing a range of products under a unified umbrella of the Fly brand. After initially establishing itself as a mobile phone brand, Meridian is now expanding into related digital products such are Digital Cameras, MP3 Players, PDA's and smart phones.

The top range of mobile phones and other digital products are fast becoming commodities. That is why instead of manufacturing products; Meridian focuses on building and promoting its own Fly brand. Sourcing of phones and other products is secured by cooperation between manufacturers and Meridian's internal dedicated R&D team who together tailor products to the needs of individual markets.

Having several suppliers also gives Meridian flexibility to optimize its product range by mixing the most suitable products from different sources while retaining a single Fly brand image. Meridian's focus on emerging markets also enables the company to sell tailored country-specific models that can successfully compete with universal "one-size-fits-all" products offered by large producers.

Fly's business strategy is based on the following:

1. Feature-rich phones differentiated on style and value
2. Organizational agility leading to speedier & regular product launches
3. Focused international expansion and presence in critical high-growth markets
4. Comprehensive roadmaps in all critical mobile phone segments

5 Close relationships with operators and retailers

Russia and the former Soviet Union (FSU) remain the brand's biggest and most profitable market, with India being one of the fastest growing markets. Meridian has established its dedicated sales and marketing teams in all the key markets globally.

2007 was a very successful year for Fly as it has cemented its position in the key markets and has established teams in other key markets such as Poland, Turkey, Nigeria and France to understand the market and work with its existing customers who have pan-European and global operations.

Strong sales of Fly mobile phones, combined with the increasing recognition of the Fly brand are also expected to help support gradual introduction of other digital products. Strong brand identity is one of the pillars of FLY expansion strategy. The - Fly brand is used across all products in all markets. FLY brand values - Design, Fully Featured and Great Value and its Brand Image has been constantly reinforced by continuous press, radio, OOH, TV commercials over the last 3 years.

The company is gradually growing its market shares in all markets. The business plan shows FLY hitting over 4 million phones in 2008. This represents about 6% of the entire CIS market of over 45 million new phones. In Russia itself Fly commands a market share of 7%.

Fly has 2% of the huge Indian market and steadily increasing. FLY is targeting to achieve over 5-8 % market shares in all segments and markets that it works.

In today's world of homogenous, compatible and increasingly commoditised digital products it becomes difficult to differentiate individual product offerings.

The business believes that the core strategies required succeeding at this are:

i) To build a strong brand and
ii) To be able to offer exactly what consumers ask for at the given price.

The business focuses on building and promoting its own FLY brand. The brand was introduced in June 2003 and is registered its brand in all operating markets. Focus on the FLY brand ensures that all the funds spent on marketing now go towards building brand equity of

FLY rather than supporting manufacturers' brands. Also a strong brand can be extended to other products outside the mobile business and thus speed up the introduction of such products to existing markets. The business' key success is getting more value with targeted marketing. Regular promotions reinforce our brand values. Our product roadmap is very vibrant and will differentiate us easily.

The trade has shown an unprecedented enthusiasm for Fly phones, which can be seen from the fact that it is the first time that any new brand of mobile phones has been pre sold, and it reflects the attractive product value proposition. Fly is known internationally for its distinctive, chic styling and features that appeal to all segments of the youth. Indeed in Europe, Fly has received a fantastic fan-following from the youngsters and commands a leading position in this segment. Fly has a range of models that are smart value and packed with features and have unique styling, which gives them a differentiated edge over other key players.

3.5 PRODUCTS

GSM Feature phones:

Basic features with MP3

Camera phones

Slide phones

Duel sim phones:

GSM

GSM+CDMA

Top segment Phone

3.6 MARKETING:

The marketing strategy is to focus on store branding and forging alliances with retailers. It also does a host of strategic & focused ATL & BTL activities at regional levels. The marketing of the company is very strong and focuses on branding at various levels of its activities.

In Shop - The business focuses major on In-Shop Branding exercise. About 50% of the marketing expenses are spent on the in shop retail branding alone. By the virtue of this exercise is established themselves in the retail market and also enjoy up to 30% shop share in those outlets where we are present.

ATL – The basic business strategy has always been to increase visibility at the retail shop level. But it still does a handsome ATL activity through print coverage in various magazines, leading dailies & also program sponsorships both in television and radio. Now they are initiating a major burst through a flurry of Outdoors and Joint Advertisements with the modern trade partners & Mobile Service Operators in major cities across the country.

Public Relations - The business commands a very strong position in the PR segment. Fly is covered regularly in almost all the leading dailies, magazines & websites across the country.

Brand Ambassador - The diva Malaika Arora & the Indian cricketing pace sensation Ishant Sharma are the brand ambassadors of Fly India and they reflect the best of trendy & glamorous styling.

Branded Phones - The brand is launching a series of Branded Phones. These phones not only carry huge brand value but at the same time they are also very high in their design element. In past Fly has launched Branded phones of Toshiba, Lenovo & Hummer and now we coming up with, Levis, Yamaha and many more.

FLY has proven excellence in marketing communication, and has a strategic and exclusive partnership with top notch agencies to produce cutting edge marketing campaigns. The "Wear it how you like it", "Slimmest color phone", "Think Slim" campaigns have already achieved critical artistic and commercial success. Product development is a key strength of

Meridian.

Sourcing professionals from the German office of Meridian Telecom have selected models for the Indian market that are both at the cutting-edge of features, design and incorporate the best of international styling. Also, Meridian Telecom has over a period of one year carried-out extensive and rigorous testing and customization of Fly products for the Indian market.

Fly is being launched with a variety of exclusive and differentiated mobile phones. It is important to have fully loaded phones as the replacement market gets stronger. This is likely to result in huge demand for feature rich and stylish phones. Meridian will offer the critical buyer with smart value choices.

In the 1st phase, the company focus is on placement. It hope to reach 5000 premium counters by the end of 1st quarter, which will together account for 70% of the over-all retail sales. Given the contemporary styling of Fly phones, the diva Malaika Arora has been signed-on as the brand ambassador. Malaika Arora has been selected from among other contenders to be the brand ambassador, and is very excited to be associated with Fly. She would personally kick-off the launch of Fly both in print and electronic media. Fly phones, which reflect the best of trendy & glamorous styling, would be aptly showcased by the style icon Malaika Arora.

3.7 BRAND AWARENESS:

Most imaging and document product segments are extremely competitive, with multiple brands competing for “share of mind” in the battle for overall market share. In many cases the competing products and services have very similar feature sets and price points that are available through comparable channels. Brand can often be the key discriminating factor in a customer’s decision to select one product over another.

Brand is essentially the sum of all experiences related to the product, service, and companies that make and deliver the product. Brand perceptions are shaped by functional experiences (i.e. speed, quality, reliability, ease of use) as well as emotional experiences (i.e. make me feel better, improve my performance, make my life/job more gratifying or easier) the customer associates with the product and company.

The meridian mobiles regularly conduct extensive brand decision research on the imaging and document technology markets.

The company can cost-effectively provide with objective information and insights that will help guide to make important marketing decisions. The company has to be using the following steps to create the brand awareness of fly mobiles:

- Determine brand share
- Assess customers’ brand preference
- Determine the information sources used in making brand decisions
- Identify the key factors when selecting a brand
- Measure the brand performance by key factors (i.e. performance, price, availability)
- Quantify the strength of the brand by components
- Understand the role of sales representative in brand selection
- Measure brand loyalty and premium or discount
- Determine factors for switching brands

To create brand awareness the company has to follow method like Advertisement which includes:

- TV
- Transit advertisement
- Outlet displays
- Magazines (Ex: My mobile)
- Newspapers

To ensure branding and increase sale, the company is operating with large retail houses like Big Bazaar, The mobile stores, Reliance Digital, Croma, Hotspot, e- zone and Subiksha,

To ensure branding, the company has to provide offers and discounts during occasions. The company is also providing warranty to the handsets and issuing DOY certificates (1year) to the customers when purchase happen.

Brand values:

FIGURE 3.1

1. Consistent message, affinity & positioning
2. Presence in all segments with a focus on mid range and style-driven phones
3. Bridge price gap with leading brands by virtue of design and style
4. Success through innovation → slimmest range – one of its kind
5. Achieved 5-8 % market shares in all key markets

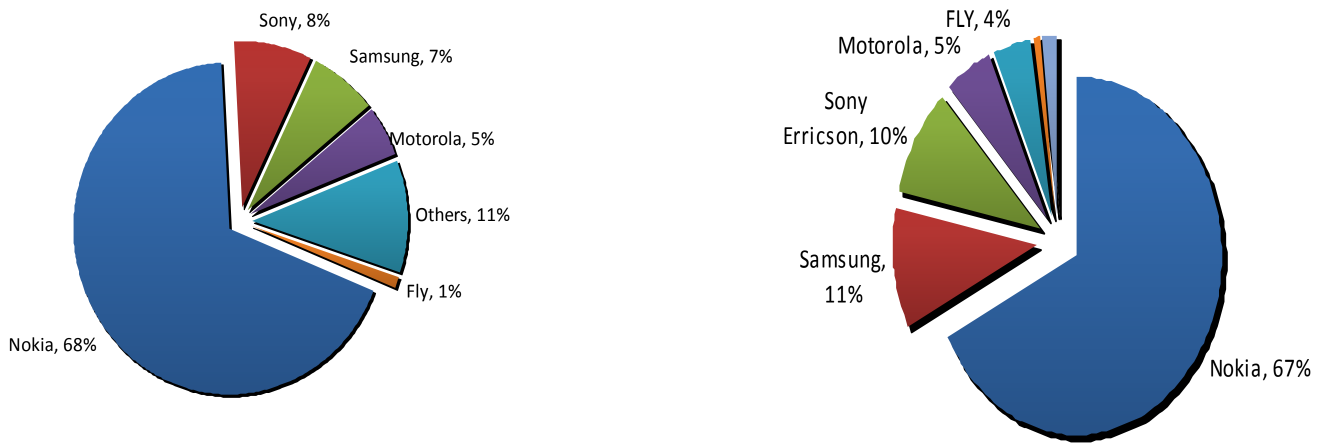
Key Success factors

Brand Vibrancy:

- Regular promotions to reinforce brand values.

Brand shares: The following figure shows competitors market share

FIGURE 3.2



Focused Marketing:

- More value with targeted marketing

Product Development:

- Develop fully featured products with latest specifications
- Bridge price gap with leading brands based on style differentiation

Field testing & Customization:

- Every phone tested on functional, network and localization aspects
- Highly qualified engineering & technical teams based in all local markets

Channel Management:

- Ensure stable and healthy margins for partners
- Stay ahead of competition on distribution and service to partners.

Products & Services

- ✓ Bluetooth
- ✓ Camera Phones
- ✓ Cell Phones
- ✓ Cellular Phone
- ✓ Cellular Services
- ✓ Mobile Phone
- ✓ Mobile Phone Reviews
- ✓ Mobile Phone Services
- ✓ Mobile Phones
- ✓ Mobile Phones Accessories
- ✓ Mobile Telephones
- ✓ Sim Card
- ✓ Telecom Solutions
- ✓ Telecommunications
- ✓ Wireless Telephony

Product strategy:

- ❖ Comprehensive roadmap in all critical mobile phone segments
- ❖ In-house Product Development, Design and Manufacturing facilities
- ❖ Work with leading ODM/ OEM/ EMS / Design houses to get access to latest products, designs and technologies
- ❖ Quick turnaround times and faster time to market
- ❖ Flexibility manufacture to maintain specific customer requirements

3.8 QUALITY AND SUPPORT:

After sales Service:

1. Global Support Team working with local country teams
2. Corrective Action Plans (CAR’s)

3 Total Quality Improvement (TQI)

4 Voice of Customer data

5 In-country 1 year Warranty and After sales service

Certification: The following table shows the details about the quality of the mobile with ISO certification

TABLE 3.3

ISO/IEC 17025	The highest level of certification for testing facilities. Our reports are recognized and accepted by other testing houses
Global Certification Forum	(Full Member) Interoperability and regulatory requirements certification.
Full Type Approval	A prerequisite for market release and volume production, “CE mark” ensures that handsets meet stringent cellular standards, incl. SAR, EMC, Radiated Spurious and Safety
PTCRB	Observer status with the PCS Type Certification Review Board. Wiz4com is enabled to self-test handsets in the 850 MHz to 1900 MHz band.
ISO 9001	Quality management procedures
BABT Certification	The “British Approvals Board for Telecommunications” certification is a private, independent company and the leading telecommunications notified body in Europe.

Global market overview

Modern Trade (an anachronism to define the big format, multi chain, branded outlets) has mushroomed through out the country. Fly with its channel friendly policies and an aggressive push strategy almost got a first mover advantage. Modern Trade enjoys a significant high end market. Due to a much larger channel margin that it shares with the Modern Trade partners it enjoys a privileged partnership which is mutually very rewarding.

The following Table shows the Fly presence and its operations in large retail sectors.

TABLE 3.4

Chains	Fly Presence	Shops	Size	Fly Share
Pantaloon	100%	48	800	5.0%
Big Bazaar	100%	71	1800	6.0%
Essar (TMS)	100%	291	3000	4.3%
Hotspot	90%	165	1500	3.5%
Subhiksha Mobile	100%	280	1500	2.8%
Go Mobile	90%	15	350	5.0%
RPG Cellucom	100%	82	200	2.5%
Reliance Digital	100%	3	180	8.0%

❖ The principle business operation of the company is around the sales and marketing. The prime business model is though based around the factor of distribution of mobile phone handsets. The company pioneers the concept of "*virtual manufacturer*".

❖ **DTR -** The 1st company in India to go DTR i.e. direct To Retail. Presently we have DTR coverage of over 1000 outlets.

❖ **Modern Trade -** The present coverage is of 900 outlets all across India. Some of the interesting facts about our modern trade business are:

- 95% coverage of Modern Trade chains
- The company has a 5% all India share in Modern Trade
- Fly is a preferred brand for all Modern trade chains
- Modern Trade constitutes about 30% of fly total sale

- The Company has embarked on an ambitious expansion plan to reach 135 major towns by December 2007.

- This will engage 8000 top retail outlets of the country. To further strengthen the growth plan the Company has already began an engagement program with the top mobile service operators of the country.

- The Fly brand will be present in over 2000 direct to retail outlets (DTR) by the end of March 2008.

- The Company boasts of a unique sales management process which is one of its kinds. Some of the major modules are ISP Management, Stock Rotation Management, Management of Receivables, Trade Margin Policy, etc.

  - **ISP (In Shop Promoter) -** The company has over 1500 on-contract 'In-Shop Promoters' in every major retail outlet in key cities. This number is increased to 2700 by December'07.

  - **Stock Rotation Management -** Meridian follows a unique and proactive stock churn policy to optimise its inventory and keep it fast moving. The process is backed up by an integrated box refurbishment which enables it to keep the stocks fresh and moving.

  - **Management of Receivables -** At Meridian, asset control is managed thorough a strict management calendar of sales and stock audits. We have perfected a system of micro control which takes into account the backend process of modern trade.

  - **Trade Margin Policy -** The Company gives out the highest and the most competitive trade margins to the partners. Our trade margins are also supported with attractive incentive schemes & consumer offers.

- **People -** Meridian has a team of 235 sales and management personnel. The Meridian team has over 200 man years of experience in sales, marketing, and product, technical, financial and commercials put together. Apart from these the company also has over 1000 on-contract 'In-Shop Promoters' in every major retail outlet in key cities.

- **Service -** Meridian has a pan India presence of service locations. We have also tied up with Adonis & Accel for providing after sales service. With this setup we will be having 400 service centre locations by December 2007.

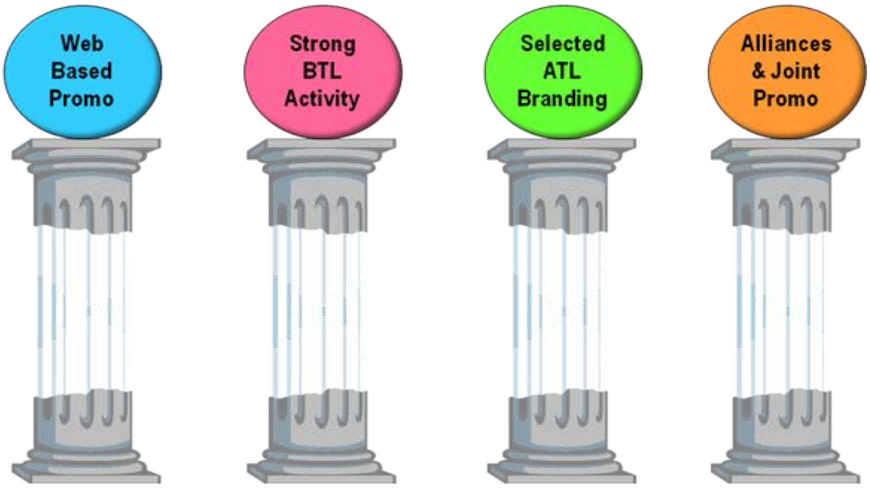
- **Logistics -** Meridian has tied up with AFL as its logistic partner. With this set up the company now have 35 ware house locations across the country.

- **SAP -** Meridian will be totally on SAP by the end of December 2007.

- The Company's key success is getting more value with targeted marketing. Regular promotions reinforce our brand values. The trade has shown an unprecedented enthusiasm for Fly phones, which can be seen from the fact that it is the first time that any new brand of mobile phones has been presale, and it reflects the attractive product value proposition of Fly. Our marketing strategy is to focus on store branding and forging alliances with retailers.

The marketing of Fly is based on 4 pillars. It is showing in the following figure.

FIGURE 3.3



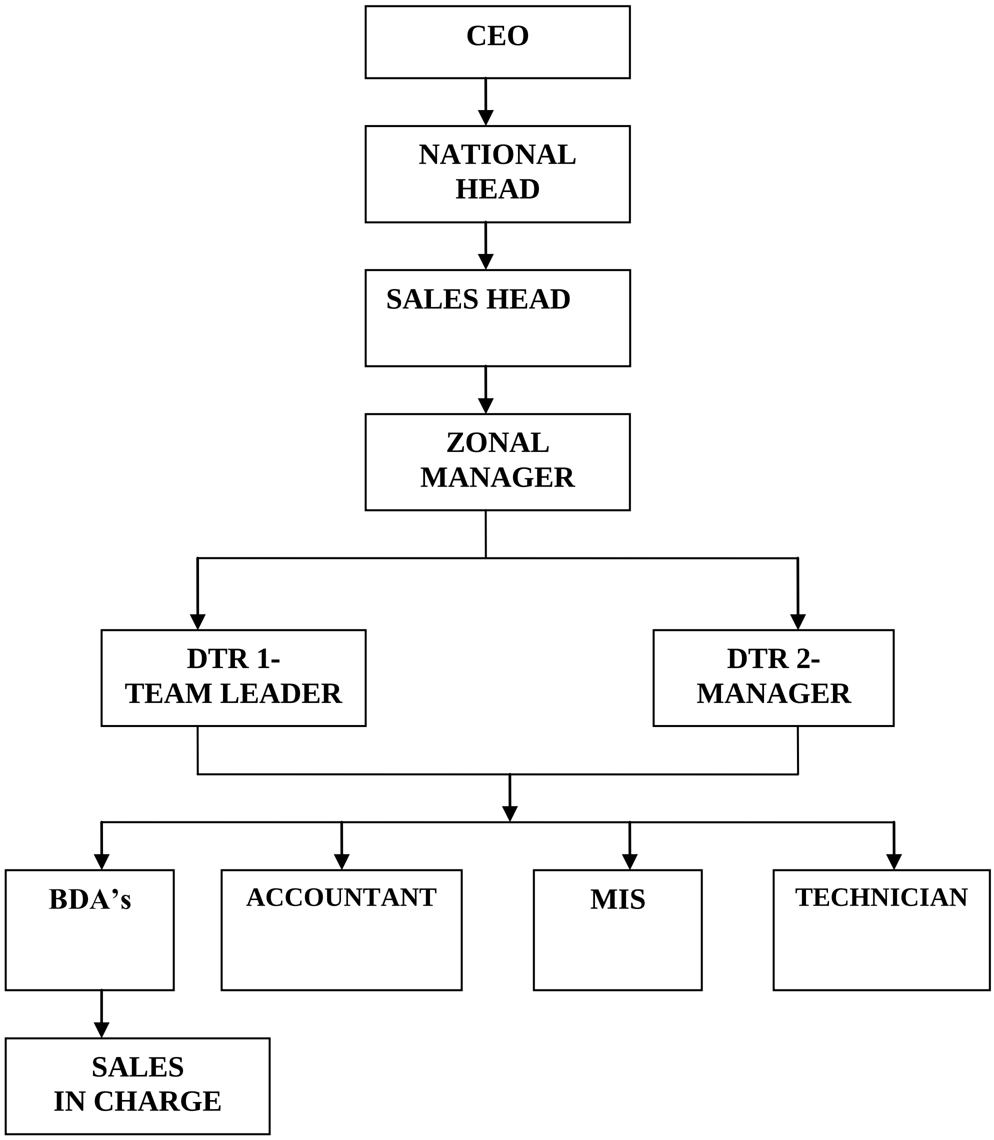
Global Retail Partnership:

- Meridian' is a Partner with 'Euro set', largest Retail Organization in the world
- 10K Stores
- 45K Employees (all variable salaries)
- Meridian does $100 million per month on consignment
- Meridian has tied up with Japanese company Toshiba to launch 'Fly Toshiba'.

Careers at Fly:

Fly is a fast growing international company with 6000 employees throughout the world. They are continuously looking for dynamic people who are passionate about technology and eager to contribute to the development of the young brand.

ORGANIZATION STRUCTURE:



Branches of the Meridian Mobiles Private Limited in India

4. ANALYSIS AND INTERPRETATION

CONCEPT: The concept of this table is to know the age of respondents.

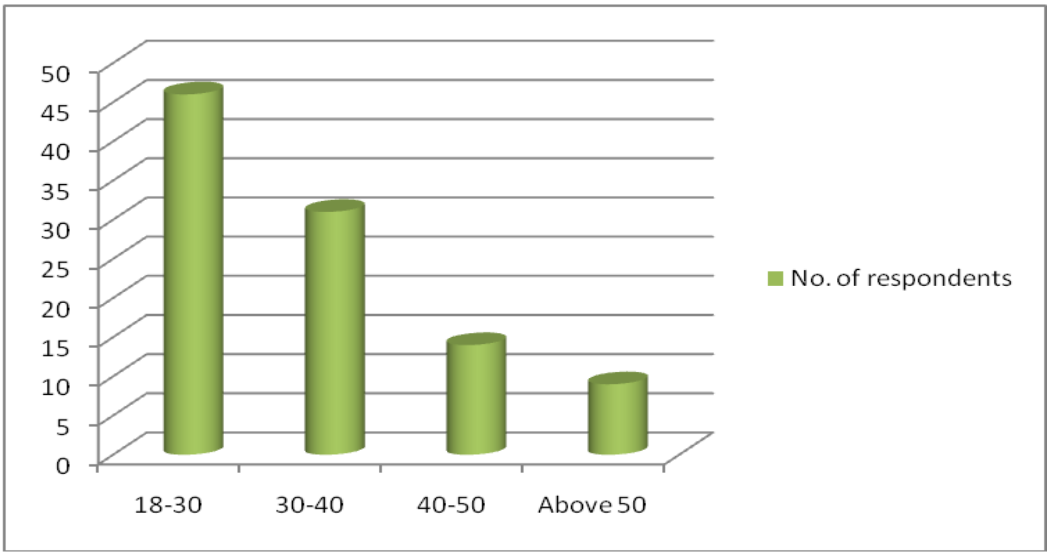
4.1 Table showing the age of the respondents

Particulars	No. of respondents	Percentages
18-30	46	46
30-40	31	31
40-50	14	14
Above 50	09	09
Total	**100**	100

Analysis: -

From the table we can analyze that 46 % of respondents come under the age group of 18 and 30. 31% of respondents come under the age group of 30 and 40. 14% of respondents come under the age group of 40 and 50, remaining 9 % of respondents are above 50.

4.1 Chart showing the age of the respondents



Inferences: -

From the chart it is inferred that 46% of the respondents come under the age group of 18 and 30. In this analysis we understood that majority of the respondents come under the age group of 18 and 30. So they are the potential customers. The marketer can target on this age group.

CONCEPT: The concept of this table is to know the income (Per month) of respondents.

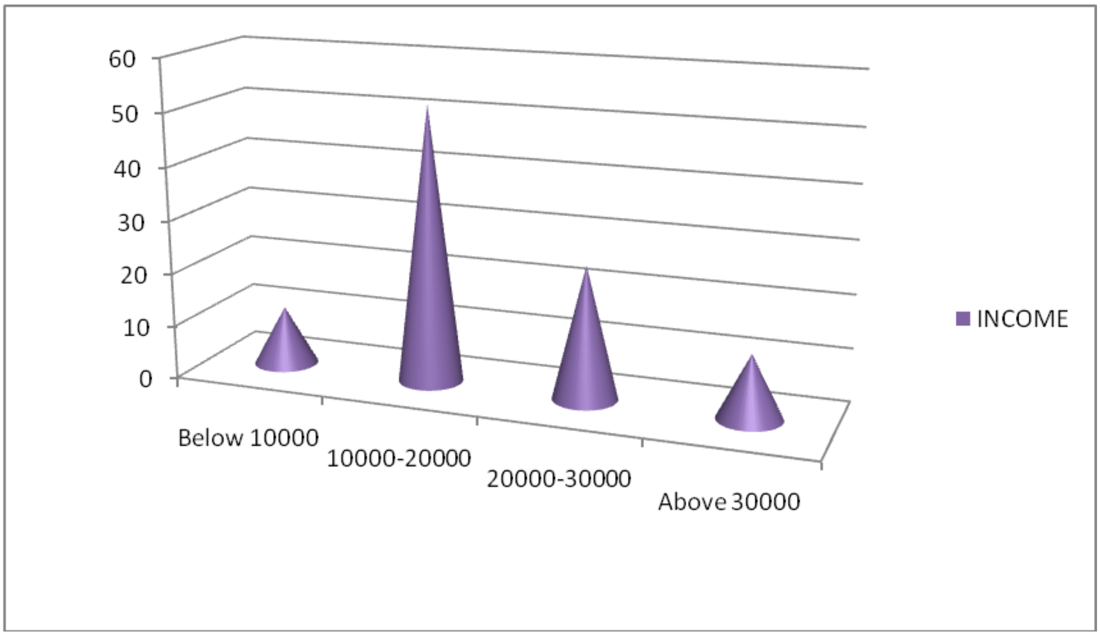
4.2 Table showing the income of respondents

Particulars	No. of respondents	Percentage
Below 10000	11	11
10000-20000	52	52
20000-30000	25	25
Above 30000	12	12
Total	**100**	**100**

Analysis: -

From the table we can analyze that 11% of respondent's income is below 10000. The 52 % of respondents income is 10000- 20000. The 25% of respondent's income is 20000-30000, remaining 12% of respondents income is above 30000.

4.2 Chart showing the income of respondents



Inferences: -

From the chart it is inferred that income of 52% of respondents came to known as 10000- 20000. In this analysis we understood that majority of the respondent's income is considered as 10000- 20000. So they are the potential customers. It means that for these customers earning power is good. To achieve target the marketer can target on this income group.

CONCEPT: The concept of this table is to know the occupation of respondents.

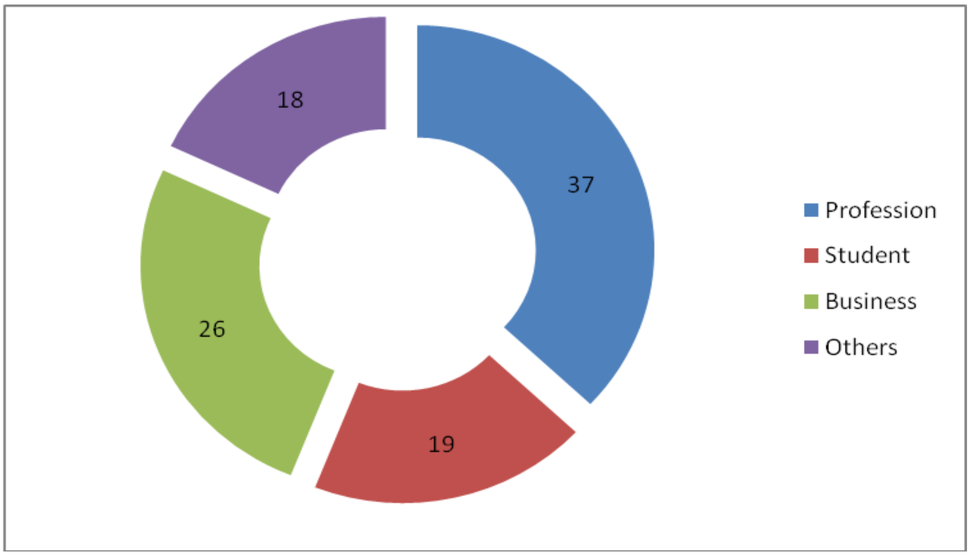
4.3 Table showing the occupation of respondents

Particulars	No. of respondents	Percentage
Profession	37	37
Student	19	19
Business	26	26
Others	18	18
Total	**100**	**100**

Analysis: -

From the table we can analyze that 37% of respondent's occupation came to known as profession. The occupation of 19 % of respondents' came to known as student. Occupation of 26% of respondents came to known as business; remaining 18% of respondent's occupation came to known as others. Others may include House wife, job hunters, and retired persons and so on.

4.3 Chart showing the occupation of respondents



Inferences:

From the chart it is inferred that the occupation of the respondents came to known as profession, business, student and others. In this analysis we understood that majority of the respondent's occupation is considered as profession. They are the potential customers. It means that the marketer can target on these customers.

CONCEPT: The concept of this table is to know respondents do have the mobile phone

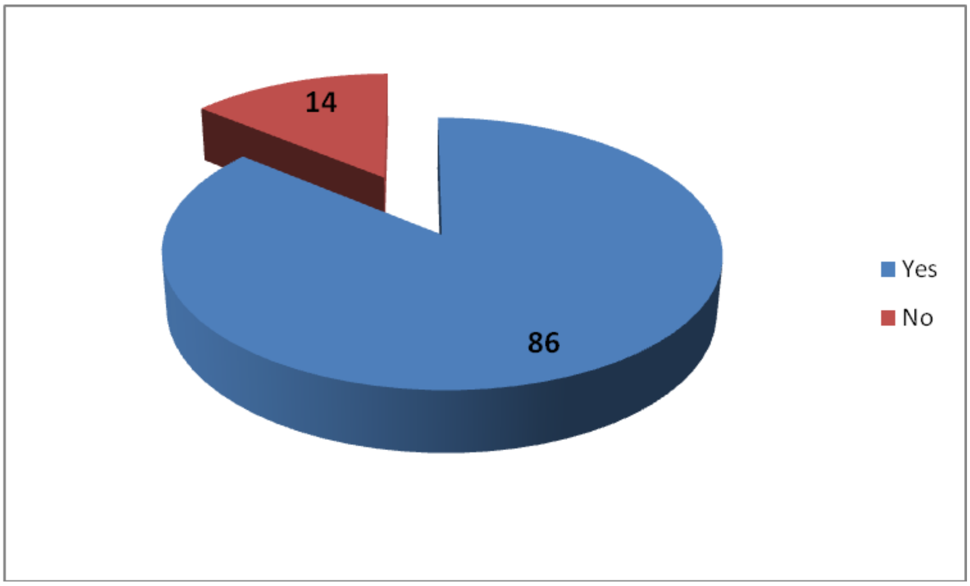
4.4 The table showing No. of respondents do have the mobile phone

Particulars	No. of respondents	Percentage
Yes	86	86
No	14	14
Total	**100**	**100**

Analysis: -

It was observed from the table that 86% of the respondents have the mobile phone. But 14% of the respondents are not having the mobile phone.

4.4 Chart showing the No. of respondents do have the mobile phone



Inferences: -

From the chart it is inferred that majority of the respondents have the mobile phone i.e. 86% of respondents. It shows the customers importance towards the mobile phone. It means that the customers are given more importance for mobile. They can use mobile for any purposes like chatting, entertainment and business.

CONCEPT: The concept of this table is to know the respondent's awareness about different brands of mobile phones.

4.5 Table showing the respondent's awareness about different brands

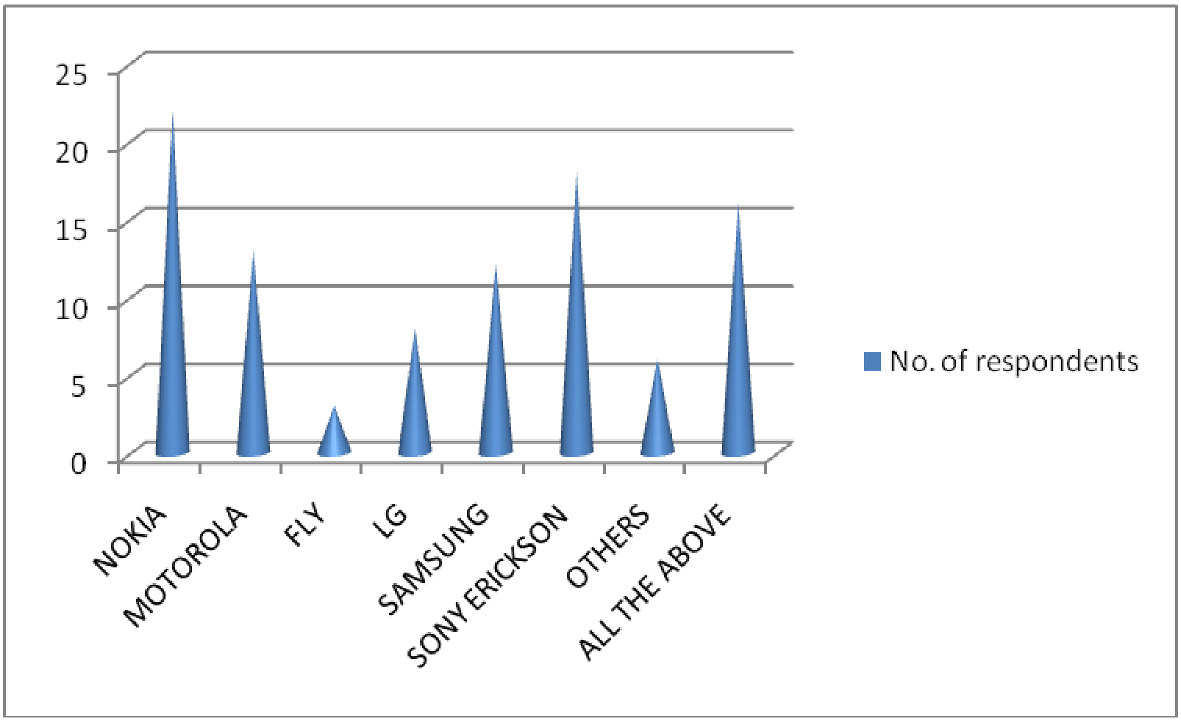
of mobile phones.

Particulars	**No. of respondents**	**Percentage**
NOKIA	22	22
MOTOROLA	13	13
FLY	03	03
LG	08	08
SAMSUNG	12	12
SONY ERICKSON	18	18
OTHERS	06	06
ALL THE ABOVE	16	16
TOTAL	**100**	**100**

Analysis:-

From the table we can analyze that 22% of respondents are aware of Nokia mobile. 13% of respondents are aware of Motorola. 3 % of respondents are aware of Fly. 8% of respondents are aware of LG. 12 respondents are aware of Samsung. 18% of respondents are aware of Sony Erickson. 6% of respondents are using other mobiles and remaining 16% of respondents aware of all the above brands.

4.5 Chart showing the respondent's awareness about different brands of mobile.



Inferences: -

From the chart it is inferred that the respondents aware of different brands of mobiles. In this analysis we understood that majority of the respondent's i.e. 22% of respondents aware of Nokia brand. This indicates that at present situation customers aware of Nokia mobile very well than other mobile brands. It means that before purchasing customers given more importance to brand.

CONCEPT: The concept of this table is to know the respondent's present use of mobile.

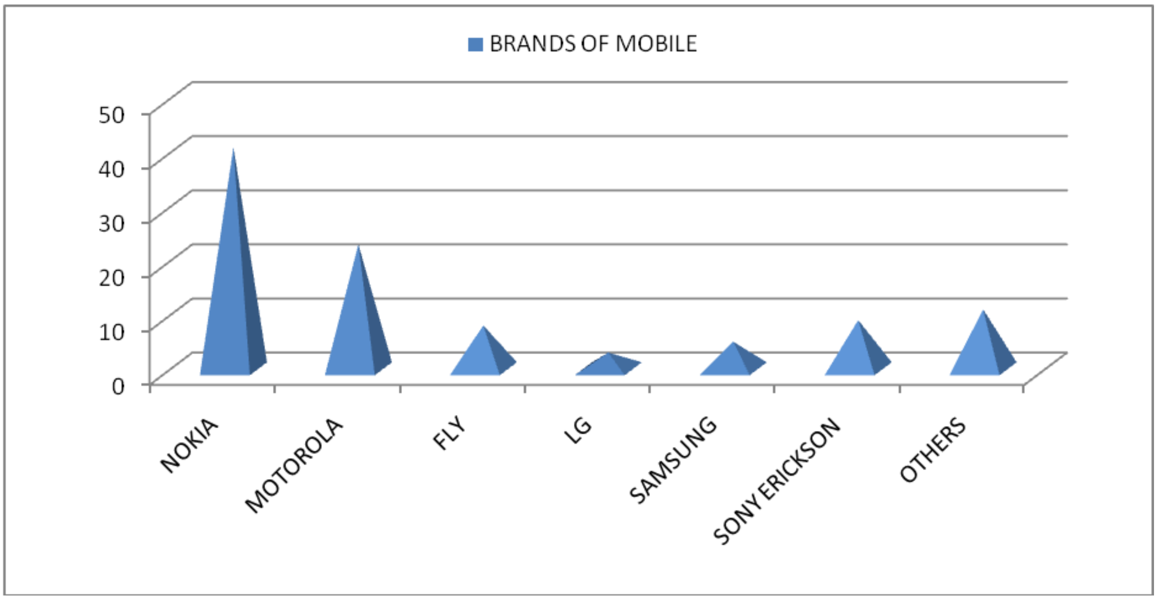
4.6 Table showing the respondent's present use of mobile

Particulars	No. of respondents	Percentage
NOKIA	41	41
MOTOROLA	23	23
FLY	08	08
LG	03	03
SAMSUNG	05	05
SONY ERICKSON	09	09
OTHERS	11	11
Total	**100**	**100**

Analysis: -

From the above table we can analyze that 41% of respondents are using Nokia mobile. 23% of respondents are using Motorola. 8 % of respondents are using Fly. 3% of respondents are using LG. 5 respondents are using Samsung. 9% of respondents are using Sony Erickson. 11% of respondents are using other mobiles.

4.6 Chart showing the respondent's present use of mobile.



Inferences: -

From the chart it is inferred that the respondents are using different brands of mobiles. In this analysis we understood that majority of the respondent's i.e. 41% of respondents are using Nokia mobile. This indicates that at present situation customers are using Nokia mobile very well than other mobile brands. So they are the market leader in mobiles.

Concept: The concept of this table is to know the opinion of the respondents about the mobile features

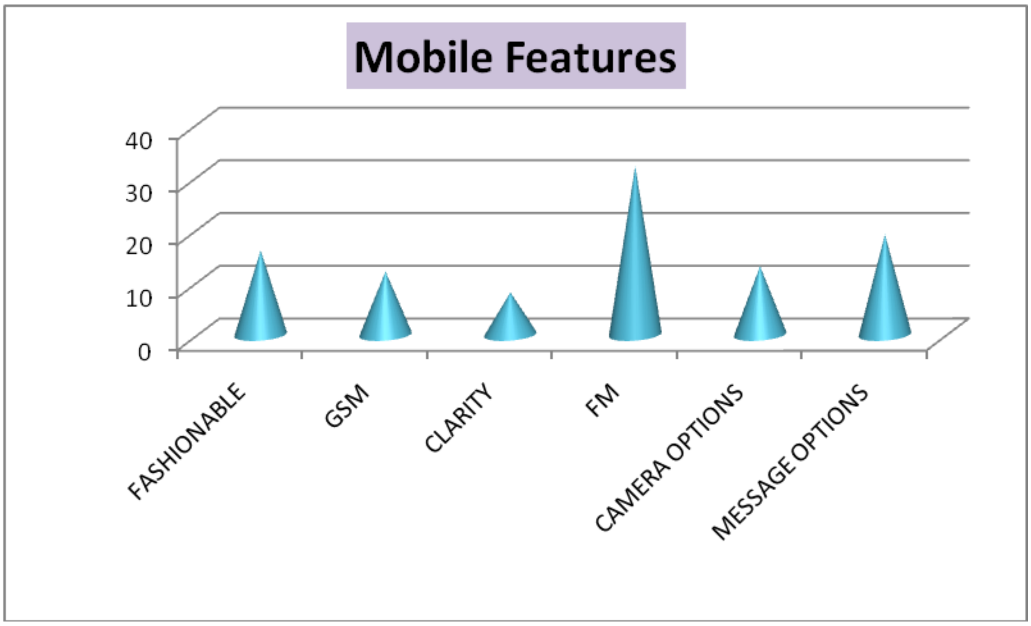
4.7 Table showing the opinion of the respondents about the mobile features

Particulars	No. of respondents	Percentage
FASHIONABLE	16	16
GSM	12	12
CLARITY	08	08
FM	32	32
CAMERA OPTIONS	13	13
MESSAGE OPTIONS	19	19
Total	**100**	**100**

Analysis: -

From the above table it is observed that out of 100 respondents 16% of respondents likes fashionable, 12% of respondents likes GSM features in their mobiles, 8 respondents likes Clarity, 32% of respondents likes FM, 13 respondents like camera options, 19% of respondents likes message options.

4.7 Chart showing the opinion of the respondents about the mobile features.



Inferences: -

From the chart it is inferred that 32% of respondents like FM in their mobile. In this analysis majority of the respondents like FM in their mobiles as an important feature. So to improve sales and achieve target, the marketer can concentrate more on FM features in mobiles.

Concept: The concept of this table is to know the respondents purpose of using the mobile

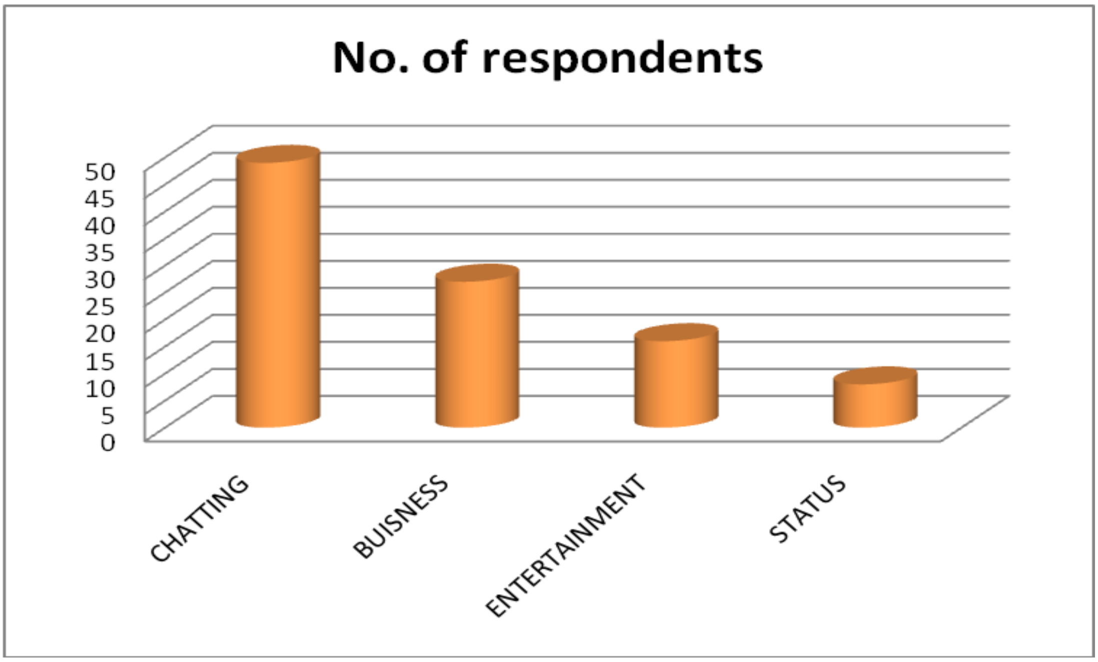
4.8 Table showing the respondents purpose of using the mobile

Particulars	No. of respondents	Percentage
CHATTING	49	49
BUISNESS	27	27
ENTERTAINMENT	16	16
STATUS	08	08
Total	**100**	**100**

Analysis: -

From the table it is observed that 49% of respondents are using the mobile for the purpose of chatting, 27% of respondents for the purpose of business, 16% of respondents for the purpose of entertainment and 8 respondents for the purpose of status.

4.8 Chart showing the respondents purpose of using the mobile



Inferences: -

From the chart it is inferred that respondents are using mobile for different purposes. In this analysis we understood that majority of the respondents using the mobile for the purpose of chatting. It is one of the good means for communicating.

Concept: The concept of this table is to know the range of mobiles using by respondents

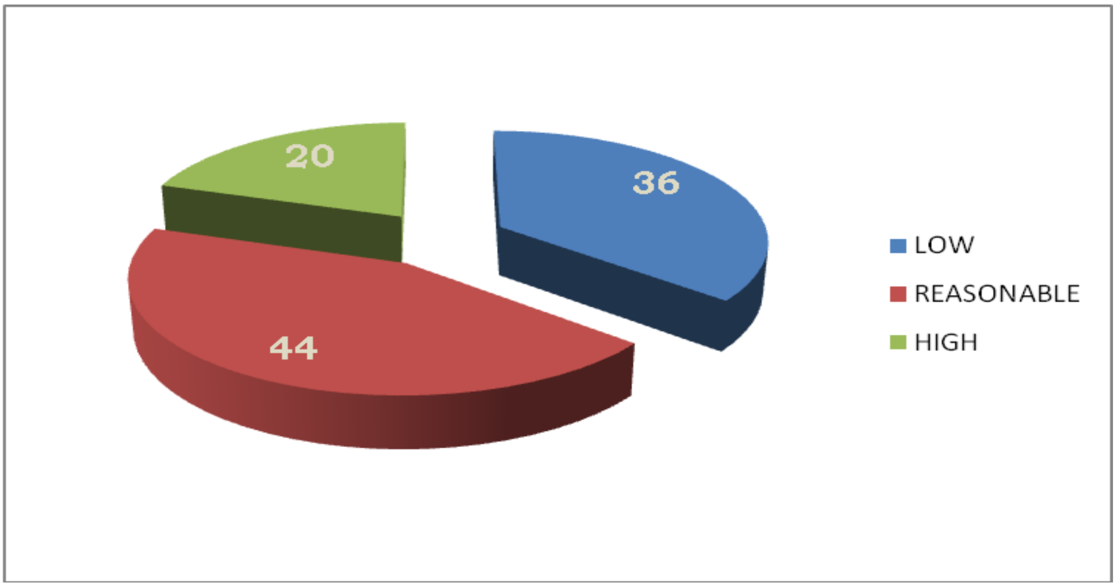
4.9 Table showing the range of mobiles using by respondents

Particulars	No. of respondents	Percentage
LOW	36	36
REASONABLE	44	44
HIGH	20	20
Total	**100**	**100**

Analysis: -

From the table it is observed that 36% of respondents are using low range of mobile, 44% of respondents are using reasonable range of mobile, and 20% of respondents are using high range of mobiles.

4.9 Chart showing the range of mobiles using by respondents.



Inferences: -

From the chart it is inferred that respondents are using low, reasonable and high range of mobiles. In this analysis we understood that majority of the respondents are using reasonable range of mobiles. This shows the customers preference towards reasonable range of mobiles. So that common people can afford to buy.

Concept: The concept is to know sources of information used by the respondents about the mobiles.

4.10 Table showing sources of information used by the respondents to

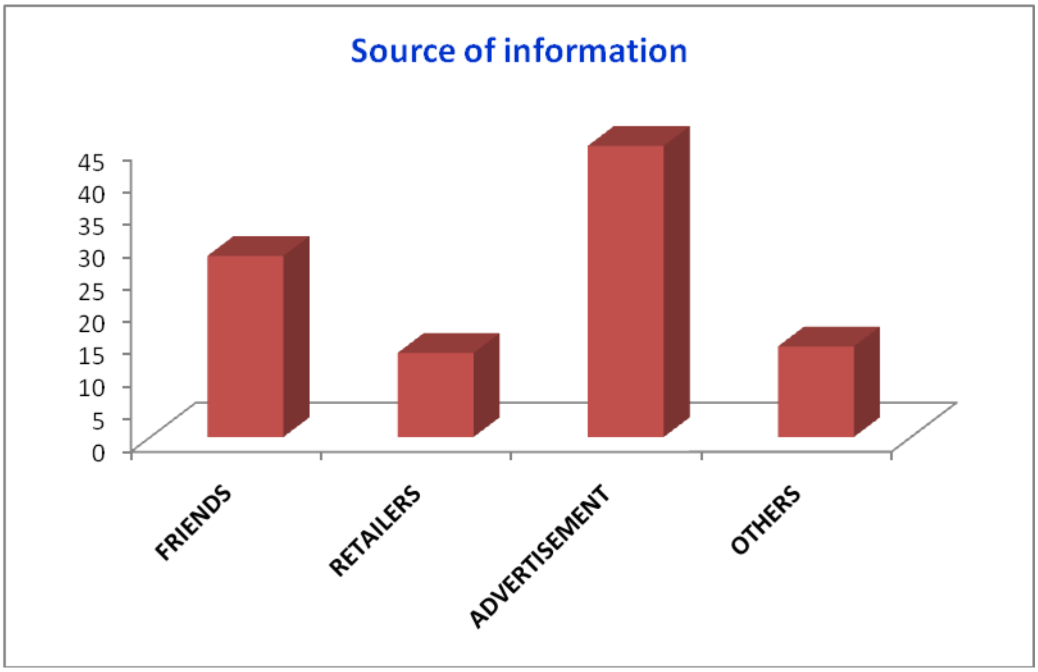
know about the mobiles.

Particulars	**No. of respondents**	**Percentage**
FRIENDS	28	28
RETAILERS	13	13
ADVERTISEMENT	45	45
OTHERS	14	14
Total	**100**	**100**

Analysis: -

As per the survey report here the 28% of respondents are came to know about mobiles by the friends, 13% of respondents are came to know about the mobiles by retailers, 45% of respondents are came to know about the mobiles by advertisements & remaining 14% by other sources.

4.10 Chart showing sources of information used by the respondents to know about the mobiles



Inferences: -

From the graph it is inferred that respondents came to know about mobiles by different sources like friends, retailers, advertisement and other sources. In this analysis we understood that majority of the respondents came to know about mobiles by the source of advertisement. This indicates that advertisement plays a significant role in promoting the mobiles.

Concept: The concept is to know satisfaction of respondents towards existing mobile

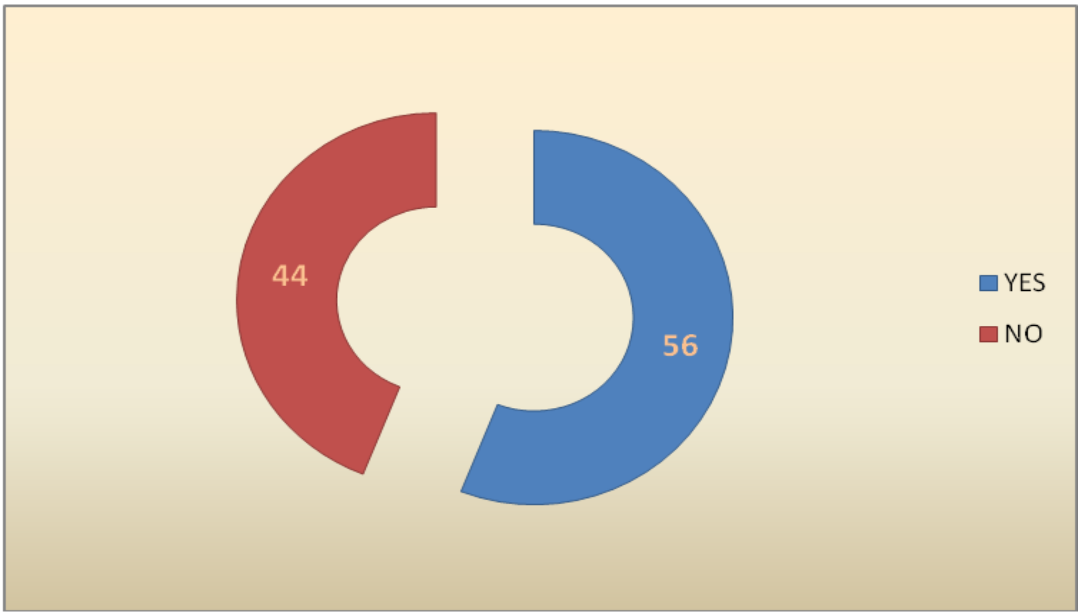
4.11 Table showing satisfaction of respondents towards existing mobile

Particulars	No. of respondents	Percentage
YES	56	56
NO	44	44
Total	**100**	**100**

Analysis: -

From the table it is observed that 56% of the respondents were satisfied with the present use of mobile and remaining 44% of respondents are not satisfied.

4.11 Chart showing satisfaction of respondents towards existing mobile



Inferences: -

From the graph it is inferred that out of 100 respondents, 56% of them are satisfied with the present use of mobile. In this analysis we understood that majority of the respondents are satisfied with the present use of mobile. It means that the customers are already satisfied. To satisfy customers more, the marketer can make changes and add some other features to those handsets.

Concept: The concept is to know the respondents awareness towards Fly mobiles

4.12 Table showing the respondents awareness towards Fly mobiles

Particulars	No. of respondents	Percentage
YES	62	62
NO	38	38
Total	**100**	**100**

Analysis: -

From the table it is observed that 62% of respondents are aware of Fly mobiles. Remaining 38% of respondents are not aware of Fly mobiles.

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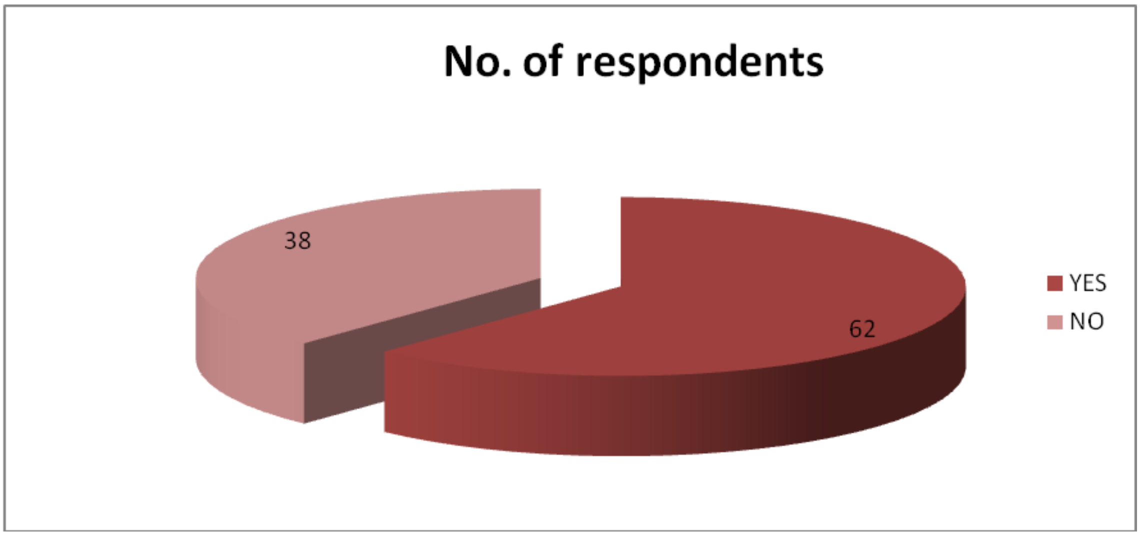
4.12 chart showing satisfaction of respondents towards existing mobile



Inferences: -

From the chart it is inferred that out of 100 respondents, 62% of respondents are aware of Fly mobiles. In this analysis we understood that majority of the respondents are aware of Fly mobiles. This indicates that customers are so much aware of new brand like Fly in mobile segment.

Concept: The concept of this table is to know the opinion of the respondents about the features of Fly mobile

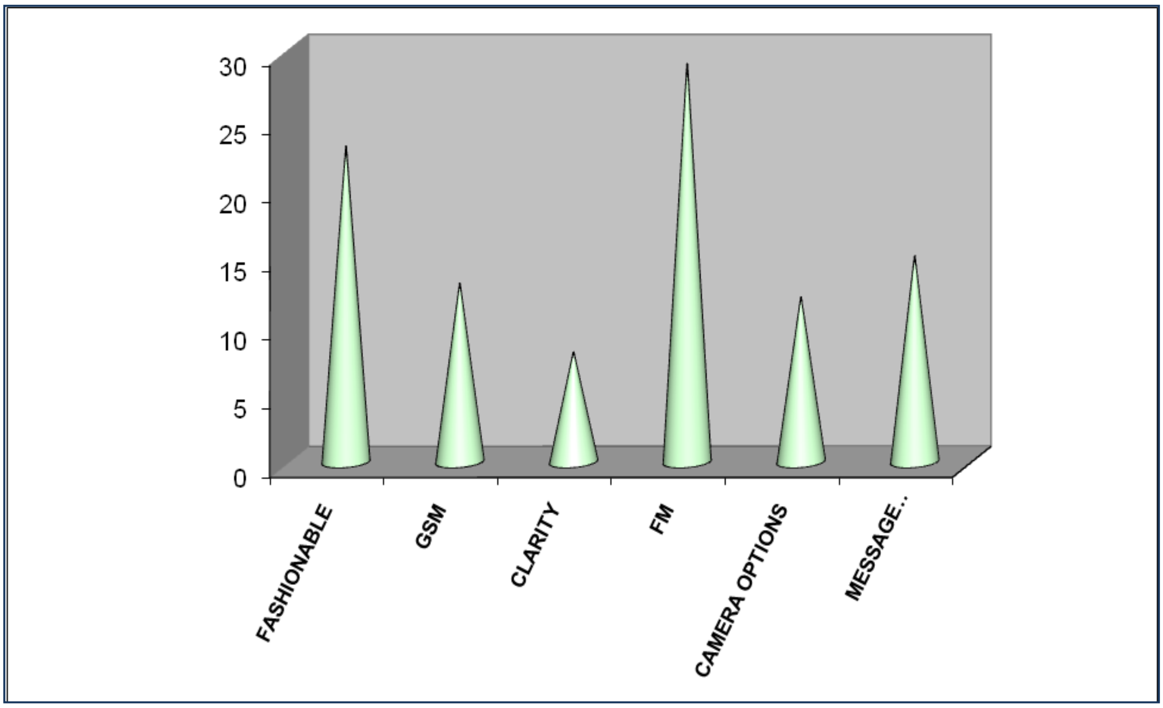
4.13 Table showing the opinion of the respondents about the features of Fly mobile

Particulars	No. of respondents	Percentage
FASHIONABLE	23	23
GSM	13	13
CLARITY	08	08
FM	29	29
CAMERA OPTIONS	12	12
MESSAGE OPTIONS	15	15
Total	**100**	**100**

Analysis: -

From the table it is observed that out of 100 respondents, 23% of respondents like fashionable, 13% of respondents like GSM features in their mobiles, 8% of respondents like Clarity, 29% of respondents like FM, 12% of respondents like camera options, 15% of respondents like message options.

4.13 Chart showing the opinion of the respondents about the features of Fly mobile.



Inferences: -

From the graph it is inferred that 29% of respondents like FM in their mobiles. In this analysis we observed that majority of the respondents like FM in their mobile. This shows that customers are prefer FM as an important feature in their handset. So to improve sales and achieve target the marketer can concentrate more on FM features in mobiles.

Concept: The concept of this table is to know the range of Fly mobiles using by respondents

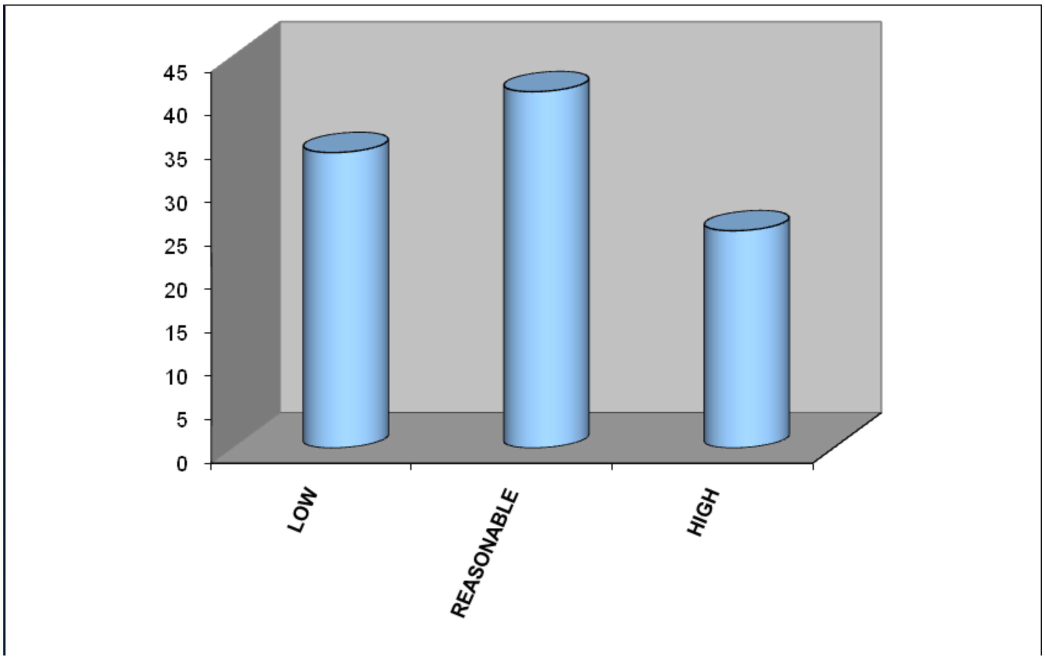
4.14 Table showing the range of Fly mobiles using by respondents

Particulars	**No. of respondents**	**Percentage**
LOW	34	34
REASONABLE	41	41
HIGH	25	25
Total	100	100

Analysis: -

From the table it is observed that 34% of respondents are using low range of mobile, 41% of respondents are using reasonable range of mobile, and 25% of respondents are using high range of mobiles.

4.14 Chart showing the range of Fly mobiles using by respondents



Inferences: -

From the chart it is inferred that respondents are using low, reasonable and high range of mobiles. In this analysis we understood that majority of the respondents are using reasonable range of mobiles. So they are the potential customers. This shows the customers preference towards reasonable range of mobiles.

Concept: The concept of this table is to know the media used by

respondents to aware of Fly mobiles

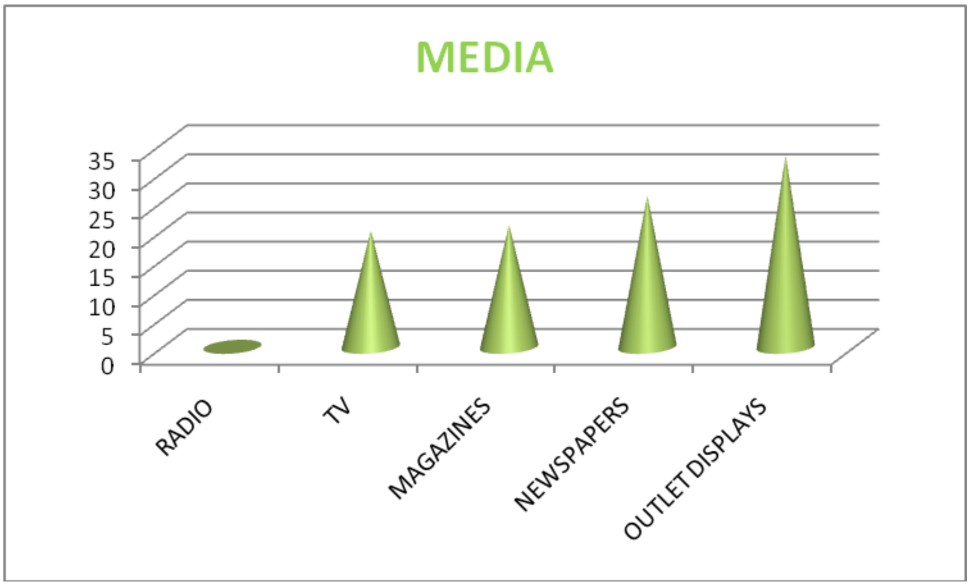
4.15 Table showing the media used by respondents to aware of Fly mobiles

Particulars	No. of respondents	Percentage
RADIO	00	00
TV	20	20
MAGAZINES	21	21
NEWSPAPERS	26	26
OUTLET DISPLAYS	33	33
Total	**100**	**100**

Analysis: -

From the table it is observed that out of 100 respondents, no one can aware by radio. 20% of respondents are aware by TV, 21% of respondents are aware by Magazines 26% of respondents are aware by newspapers, 33% of respondents are aware by outlet displays

4.15 Chart showing the media used by respondents to aware of Fly mobiles



Inferences: -

From the chart it is inferred that 33% of respondents are aware of Fly mobiles by media like outlet displays. In this analysis we understood that majority of the respondents are aware of Fly mobiles by outlet displays. In cities like Bangalore, shopping and purchasing is common for customers. They can aware of different brands by outlet displays. This indicates that outlet displays plays an important role in branding of Fly mobiles.

Concept: The concept of this table is to know respondents have seen the advertisement of Fly mobile or not.

4.16 Table showing respondents have seen the advertisement of Fly

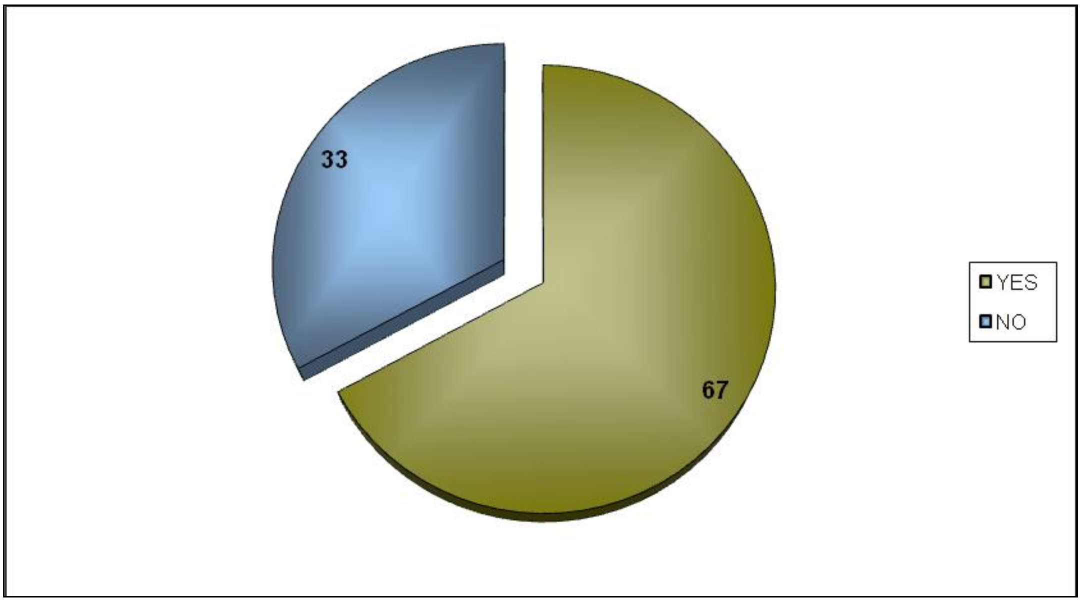
mobile

Particulars	**No. of respondents**	**Percentage**
YES	67	67
NO	33	33
Total	**100**	**100**

Analysis: -

From the table it is observed that out of 100 respondents, 67% of respondents have seen the advertisement of Fly mobiles. Remaining 33% of respondents have not seen the advertisement.

4.16 Chart showing respondents have seen the advertisement of Fly mobile



Inferences: -

From the chart it is inferred that 67% of respondents have seen the advertisement of fly mobiles. In this analysis we understood that majority of the respondents have seen the advertisement of Fly mobiles. It means that customers are aware of Fly mobiles. Advertising the product in TV, magazines, and Outlet displays and so on is help full in creating the brand awareness.

Concept: The concept of this table is to know whether respondents know the brand ambassador of Fly mobiles or not.

4.17 Table showing whether respondents know the brand ambassador

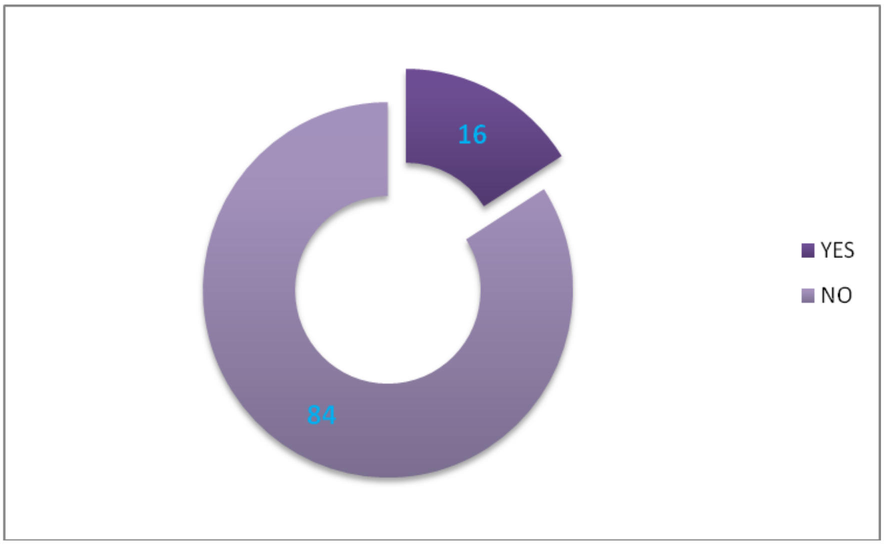
of Fly mobiles or not.

Particulars	No. of respondents	Percentage
YES	16	16
NO	84	84
Total	**100**	**100**

Analysis: -

From the table it is observed that out of 100 respondents, only 16% of respondents are know about brand ambassador of Fly mobiles. Remaining is not known about it.

4.17 Chart showing whether respondents know the brand ambassador of Fly mobiles or not.



Inferences: -

From the chart it is inferred that 84% of respondents are not known about brand ambassador of Fly mobiles. In this analysis we understood that majority of the respondents are not know about brand ambassador of Fly mobiles. It means that for branding, the company has to select known personality. Because the brand ambassador is important in creating awareness of the products like mobiles.

Concept: The concept of this table is to know respondents opinion about brand ambassador of Fly mobiles

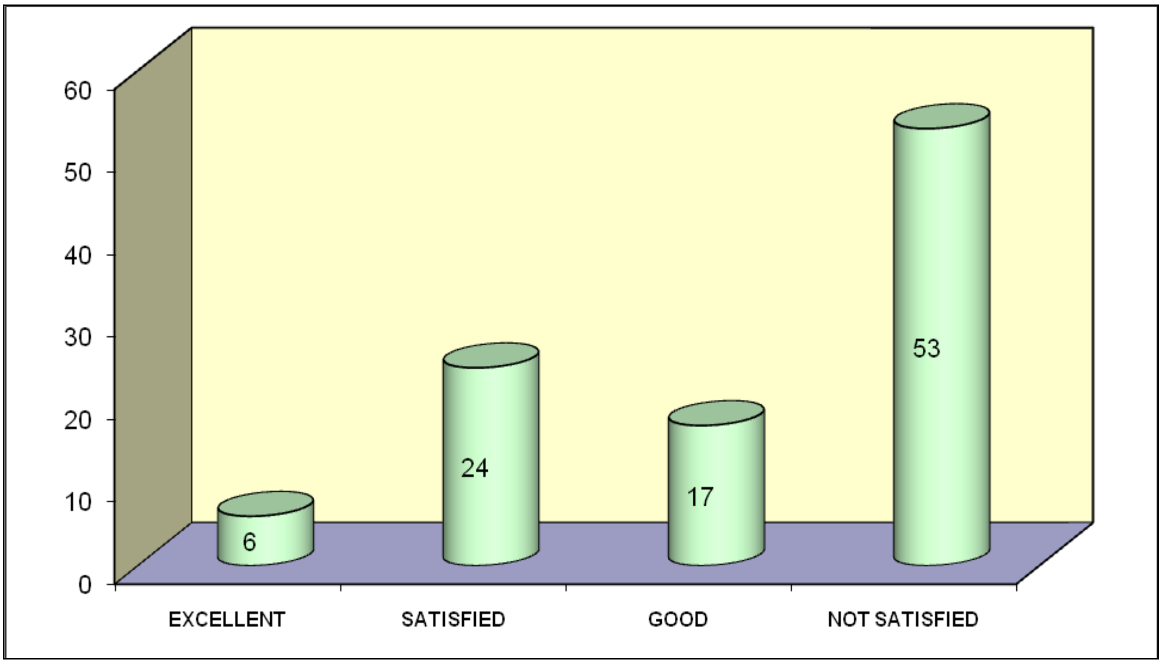
4.18 Table showing respondent's opinion about brand ambassador of Fly mobiles

Particulars	No. of respondents	Percentage
EXCELLENT	06	06
SATISFIED	24	24
GOOD	17	17
NOT SATISFIED	53	53
Total	**100**	**100**

Analysis: -

From the table it is observed that 6% of respondents opinion is excellent, 24% of respondents are satisfied, 17% of respondents opinion is good, and 53% of respondents are not satisfied in ensure branding of Fly mobile.

4.18 Chart showing respondent’s opinion about brand ambassador in Fly mobiles



Inferences: -

From the chart it is inferred that 53% of the respondents are not satisfied of brand ambassador in Fly mobiles. In this analysis we understood that majority of the respondents are not satisfied in ensure branding. It means that for branding, the company has to select known personality. Because the brand ambassador is important in creating awareness of the products like mobiles.

Concept: The concept of this table is to know satisfaction of respondents towards Fly mobiles

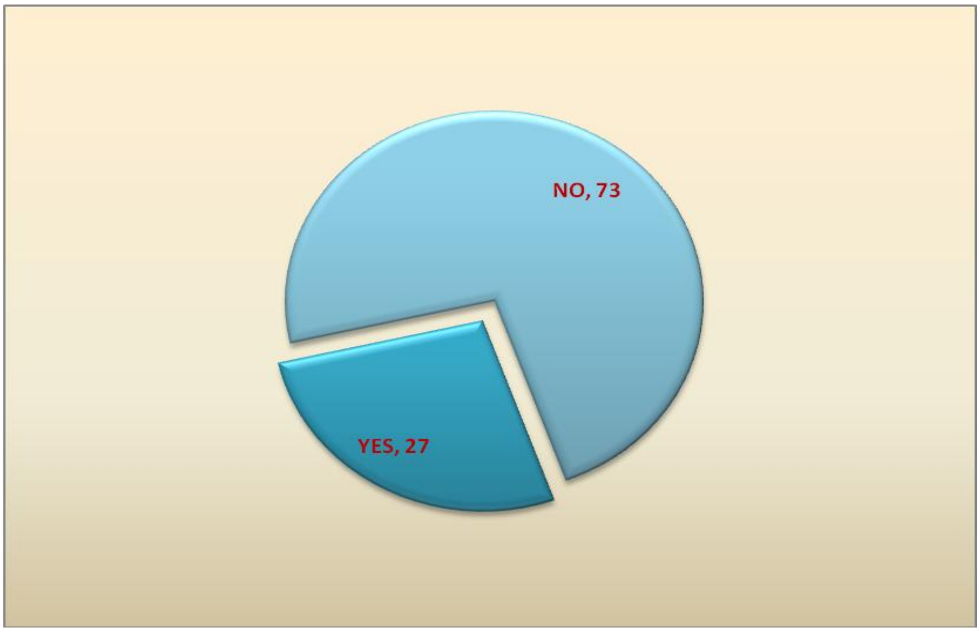
4.19 Table showing satisfaction of respondents towards Fly mobiles

Particulars	No. of respondents	Percentage
YES	27	27
NO	73	73
Total	**100**	**100**

Analysis: -

From the table it is observed that 27% of respondents are satisfied with the Fly mobiles, 73% of them are not satisfied.

4.19 Chart showing satisfaction of respondents towards Fly mobiles



Inferences: -

From the chart it is inferred that73% of the respondents are not satisfied with the Fly mobiles. In this analysis we understood that majority of the respondents are not satisfied with the Fly mobiles. Because of service problem customers are dissatisfied with the Fly mobile. So the company has to provide superior and after sales service to the customers.

Concept: The concept of this table is to know respondents preference of Fly mobiles for next time.

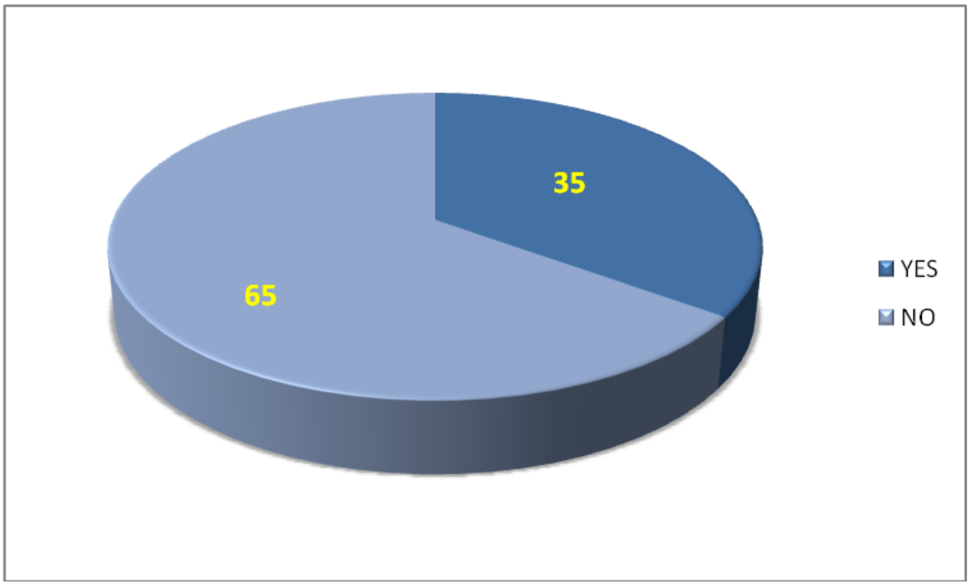
4.20 Table showing respondent's preference of Fly mobiles for next time.

Particulars	No. of respondents	Percentage
YES	35	35
NO	65	65
Total	**100**	**100**

Analysis: -

From the table it is observed that 35% of respondents would like to prefer Fly mobile for next time. Remaining 65% of respondents are not ready to prefer Fly mobile.

4.20 Chart showing respondent's preference of Fly mobiles for next time.



Inferences: -

From the chart it is inferred that 65% of the respondents are not ready to prefer Fly brand for next time. In this analysis we understood that majority of the respondents are not ready to prefer Fly brand. To attract customers the company has to improve their marketing strategies and provide superior service by maintaining strong relationship with them.

Concept: The concept of this table is to know for whom the respondents would suggest to buy Fly mobile for next time

4.21 Table showing for whom the respondents would suggest to buy

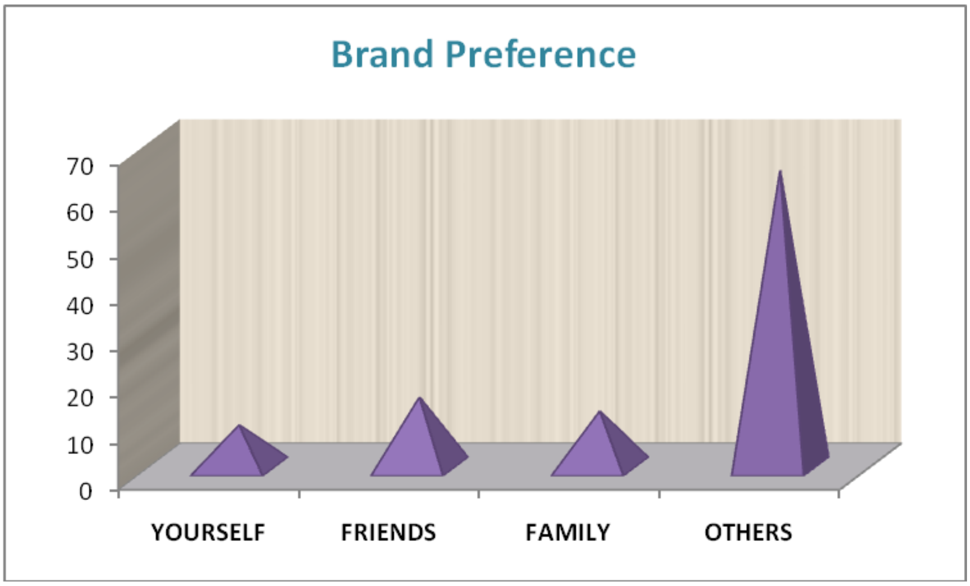
Fly mobile for next time

Particulars	**No. of respondents**	**Percentage**
YOURSELF	09	09
FRIENDS	15	15
FAMILY	12	12
OTHERS	64	64
Total	**100**	**100**

Analysis: -

From the table it is observed that 9% of respondents would like to suggest buying Fly mobiles for themselves, 15% of respondents would like to suggest buying Fly mobile for friends, 12% of respondents would like to suggest buying Fly mobile for family, and 64% of respondents would like to suggest buying Fly mobile for others.

4.21 Chart showing for whom the respondents would suggest to buy Fly mobile for next time



Inferences: -

From the chart it is inferred that 64% of the respondents would like to suggest buying Fly mobile for others. In this analysis we understood that majority of the respondents would like to suggest buying Fly mobile to others. Good potential exists for the product.

5. SUMMARY OF FINDINGS, RECOMMENDATIONS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- It was found that majority of the respondents come under the age group of 18-30. It means that the customers who come under the age group of 18-30 are more attracted towards mobiles.

- It was found that majority of the respondents income per month is come to be known as 10000-20000. It means that the customers earning power is good. So they can spend money to buy mobile is more.

- It was found that majority of the respondents occupation is profession. It means that to some extent customers are maintaining standard of living.

- It was found that majority of the respondents do have the mobile phone. It means that in present situation necessity of mobile is essential for any customers.

- It was found that majority of the respondents are aware of all the brands. The different brands of mobile include Nokia, Motorola, Fly, Samsung, Sony Erickson and LG and so on. These brands play a significant role in the mobile segment.

- It was found that majority of the respondents are using Nokia mobile. It means that customers are given more importance to Nokia mobile even many players are competing in the market.

- It has been found that majority of the respondents like FM as an important feature in their mobiles. It means that an expectation of customers towards FM in their handset is more.

- It has been found that the majority of the respondents are using mobile for the purpose of chatting. It means that customers are given more importance to chatting than other purposes.

- It has been found that majority of the respondents are using reasonable range of mobiles. It means that when purchase will happen customers are concentrate on reasonable range of mobiles.

- It was found that majority of the respondents came to know about mobiles by the source of advertisement. This indicates that advertisement plays a significant role in promoting the mobiles.

- It was found that majority of the respondents are satisfied with the present use of mobile. It means that customer's satisfaction towards present use of mobile is more.

- It was found that majority of the respondents are aware of Fly brands. It means that customers are well aware of new brand like Fly in mobile segment.

- It has been found that majority of the respondents like FM as an important feature in Fly mobiles. It means that an expectation of customers towards FM in their handset is more. It is applicable to any handset.

- It has been found that majority of the respondents would like to use reasonable range of mobiles. It means that when purchase will happen customers are concentrate on reasonable range of mobiles.

- It has been found that majority of the respondents aware of Fly mobiles by media like outlet displays. It means that in cities like Bangalore, shopping and purchasing is common for customers. So they can easily aware of different brands by media like outlet displays.

- It has been found that majority of the respondents have seen the advertisement of Fly mobiles. The advertisement may include TV, magazines, and Outlet displays and so on.

- It was found that majority of the respondents did not know the brand ambassador of Fly mobiles. It means that sometimes customers are not interest to know these things. But for some customers it’s a habit to know about brand ambassador and there importance in advertisement.

- It has been found that majority of the respondents are not satisfied performance of brand ambassador of Fly mobiles. It means that the brand ambassador did not ensure the branding of Fly mobiles. They did not convey the message in a proper way to the target audience.

- It was found that majority of the respondents are not satisfied with the Fly mobiles. It means that customers are not satisfied with their service or they may feel bad about mobile after using.

- It was found that majority of the respondents would not prefer Fly mobile for next time. It means that customers are not ready to change their decisions to prefer Fly mobile for next time.

- It was found that majority of the respondents would like to suggest buying Fly mobiles for others.

5.2 RECOMMENDATION AND SUGGESTIONS

After the study, it can be interpreted that “FLY” is stylish and fashionable mobile in the market.

- ✓ The Fly mobile is new to the market. So the company should enhance the branding activities properly through Medias like advertisement. It includes TV, Newspaper, outlet displays and so on.

- ✓ The company should create brand awareness of least rated models by adopting strong branding strategies.

- ✓ The company should convey the message to target audience about their products in clear and effective way.

- ✓ The company should build strong relationship with the customers by implementing Customer Relationship Management.

- ✓ The company should provide motivation and direction to the sales team and distributors about the product for enhancing the overall performance.

- ✓ The company should provide after sales service by improving and increasing service stations.

- ✓ The Fly mobiles are operating only in urban areas. To increase the sales the company should concentrate on rural areas.

- ✓ The company must initiate its R&D to do research on some models by improving marketing strategies and reducing prices.

- ✓ The company should analyze marketing trends and tracking competitor's activities and providing valuable inputs for product enhancement.
- ✓ The company should provide training on a regular basis to the marketing and sales team in achieving the targets.

- ✓ The company should understand the need and expectations of the customers thereby achieving increased sales growth and maximized profitability.

"You can take away my money & take away my factories, but leave me away my sales staff & I will be back where I was in 2 years"

Andrew Carnegie

5.3 CONCLUSION

The data has derived from the in depth study of the above mentioned sources are as follows:

Introduction to Telecom industry, it helps to know about the importance and growth of telecommunication and impact of recession on the Indian Telecom industry. It shows how the things happen in a different way.

Now customers are given more importance to brand. Why do customers become brand loyal? How do companies create brand awareness in their minds? Once they get used to a brand they could not shift for other brands easily. They shift to other brands only if it is unavoidable. Thus when brand becomes a part of life ensures customer loyalty for the companies.

Brand awareness is important for low-involvement purchases, because consumers will often decide from a list of recalled brands brought directly from memory. It is no surprise, therefore, that when brands are measured by awareness most of the top ten brands in the survey are in low-involvement categories. Brands in these categories are purchased and used frequently. When prompted to name random brands, most consumers will retrieve these kinds of brands from memory. But brands from other categories where brand awareness is less crucial are unlikely to feature in the top ten, even though consumers may have stronger relationships with them.

Brand awareness plays a significant role in promoting the mobiles to the target audience. Though Fly mobile is a recent and successful brand in its class, the company can still strengthen its position by looking into different things.

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QUESTIONNAIRE

PERSONAL DETAILS

1. a) Name :

b) Contact Number :

c) E-mail ID :

d) Education :

2. Gender

Male ☐ Female ☐

3. Age

☐

18-30 30-40

40-50 Above 50

4. **Income per month**

Below 10000 10000- 20000

20000- 30000 Above 30000

5. **Occupation**

Employee Student

Housewife Others

Topic Related Questions

6. Do you have mobile phones?

Yes No

7. Which brand of mobile phones are you aware of?

Nokia Motorola Fly Others

Sony Ericson Samsung LG All the above

8. **At present which mobile are you using?**

Nokia Motorola Fly

Sony Ericson Samsung LG Others

9. What are the features you like in that mobile?

Fashionable ☐ GSM ☐ Clarity ☐

FM ☐ Camera Options ☐ Messaging options ☐

10. For what purpose you are using that mobile?

Chatting ☐ Business ☐

Entertainment ☐ Status ☐

11. Which range of mobile phones you are using?

Low ☐ Reasonable ☐ High ☐

12. How did you come to know about it?

Friends ☐ Retailers ☐

Advertisement ☐ Others ☐

13. Are you satisfied with that mobile?

Yes ☐ No ☐

14. Are you aware of FLY mobiles?

Yes ☐ No ☐

If Yes, continue (if No, go to Question No. 22)

15. From how many months you aware of this brand?

>6 months ☐ 6 Months ☐ < 6Months ☐

16. What are the features you like in Fly mobiles?

Fashionable ☐ Clarity ☐ Messaging options ☐

FM ☐ Camera Options ☐ GSM ☐

17. Which range of mobile phones you are using?

Low ☐ Reasonable ☐ High ☐

18. By which media you are aware of this brand?

Radio ☐ TV ☐ Magazines ☐

Newspapers ☐ Outlet displays ☐

19. Have you seen the advertisement of Fly mobiles?

Yes ☐ No ☐

20. Do you know the brand ambassador of Fly Mobiles?

Yes ☐ No ☐

21. How does the brand ambassador ensure the branding of Fly mobiles?

Excellent ☐ Good ☐

Satisfied ☐ not satisfied ☐

22. Are you satisfied with the Fly mobiles?

Yes ☐ No ☐

23. Would you prefer this brand for next time?

Yes ☐ No ☐

24. for whom, you would like to suggest buying for next time?

Yourself ☐ Friends ☐

☐ ☐

Family Others

25. Suggestions, if any

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