EXECUTIVE SUMMARY

This study is oriented towards the consumer behavior of the Existing and Prospective HUTCH Subscribers. Today, telecom sector has become a very essential aspect of each industry. Every organization strives hard to retain its customers at any cost, in order to achieve this it is necessary for the organization to study the behavior of the its customers and meet their expectations and preferences. The study focuses on the Pre Paid Service which is been offered by the company.

The Research Study represents the theoretical background initially which is followed by the Research Design. The objective of the research is to find out the customer satisfaction of HUTCH users and also the perception of other mobile service users towards HUTCH. The research has also led to understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions, and product attributes etc.

The research was purely based on the survey conducted in Bangalore city and has been focused on Hutch Subscribers. The sampling technique used was simple random sampling of HUTCH users. The data was collected through personal interview and questionnaire. The research instrument used was a questionnaire which helped in knowing the pulse of the customers.

The sample size taken was 100; out of which 50 were current customers of HUTCH & 50 were the prospective customers of

HUTCH. The questionnaire was then analyzed with help of table and charts. The analysis also helps us to know more about the consumer perception, buying behavior, attitude of the customers etc.

The findings reflect that the tariffs plans, promotion of the company and influence of the social circle had a huge impact over the subscribers. Most of them opted for HUTCH because it was cost effective. The extensive promotion of HUTCH has a huge impact over the subscribers. Roaming service on prepaid cards was highly utilized. Majority of the subscribers recharged well in advance the validity. The service was utilized more during the day. Most of them prefer HUTCH when compared to its competitors is the tariff aspects. They felt that the tariff HUTCH is providing is really economical.

A general industry profile has also been discussed followed by the company profile. The study also highlights the McKinsey 7 s frame work in terms of the company scenario. Further the service profile is discussed.

The SWOT analysis helps us to know more about the company's Strengths, Weakness, Opportunities, and Threats. The SWOT also helps in identifying the challenges faced by the company in this competitive world. Lastly, the suggestions have been extracted from the analysis and the interpretations. Keeping the above factors in consideration we arrive to a suitable conclusion.

INTRODUCTION

Evaluation of Customer Satisfaction:

Customer satisfaction holds immense importance in today’s marketing scenario and the companies should try to satisfy their customers. Satisfied customers usually return and buy more, they tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a supplier they trust. Statistics are bandied around that suggest that the cost of keeping a customer is only one tenth of winning a new one. Therefore, when we win a customer, we should hang on to them. Customer satisfaction and loyalty research has become an essential business tool to help retain and increase the customer base. The main principal of any successful customer satisfaction programme is to establish the issues that are of greatest importance to ones target audience. The research programmers develop focused customer strategies and provide intelligence to help identify and priorities management objectives.

The research here is carried to know the customer satisfaction of mobile users in the Telecom industry .the whole Telecom industry is undergoing a stupendous growth especially after so many players taking a plunge into in the mobile service business. Now buying mobile is not a rich man’s possession any more. The mobile industry is on whopping high. With various technologies creeping in every day you always are on a back seat to keep your self updated. With a major chunk of the users being teenagers it makes the situation more dynamic and helps to create a niche market in itself.

Looking at the industry trends in mobile segment, the growth is tremendous. Various cellular providers try to be innovative in providing value added services to the subscribers. If the demand is rising in same pace then it is for sure that the subscriber base of the mobile users will definitely exceed the limit of the land line subscribers.

They are so many mobile service providers in India; the competition between them to capture the market share is immense. The strategies and promotions they practice are awesome. At the end of all these strategies and promotion their main objective is to satisfy the existing customers, retain them and to attract potential customers.

The current trends and dynamism in this field invoked me to carry on a research to know the factors that influence the customer satisfaction in the Telecom industry. Hutch which is hot favorite among students encouraged me to take the study on hutch because of their promotions and marketing strategy. This study deals with exploring the factors that effect the satisfaction of customers of HUTCH and also tries to discover the satisfaction level of mobile service customers other than HUTCH who can be the prospective customers for HUTCH in future. The research has also led to understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions, and product attributes etc.

It has been a sincere effort to explore the factors that can lead to total customer satisfaction of the HUTCH service users. Also the study of the customer perception & attitude of other mobile service users has resulted to highlight those issues that the customers give value to and regard important as, which will help the company to attract more and mare new prospective customers.

DESIGN OF THE STUDY

DESIGN OF THE STUDY

STATEMENT OF THE PROBLEM

The study deals with consumer perception of HUTCH subscribers. The myriad factors that have a fearing or influence customer purchase decision are of paramount importance to the service providers and dealers. In order to retain its subscribers it is necessary for the organization to study the behavior of the existing and new subscribers and meet their expectations and preferences.

In this scenario, it is necessary to evaluate the different factors that influence the subscriber.

So some issues that are needed to be studied are

- Perception of Customer of various brands.
- Buying motives of subscribers.
- Satisfaction level of the subscribers.
- Awareness about different brands.
- Major forces that influence purchase decision.

Statement of the problem has been summarized as consumer Behavior of cellular providers and a market survey on Hutch Subscribers.

OBJECTIVES

- To study the satisfaction level of the HUTCH customers.
- To understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions, product attributes etc.
- To come with a suitable conclusion and Suggestions based on analysis and interpretation of the study.

SCOPE OF THE STUDY

A study of this kind helps to put theoretical aspects into the project and aims to give information to HUTCH. Nature of study methods used, findings of the investigation, conclusion and recommendations inferred from the findings also aims to enable HUTCH to implement the recommendations made at the end of the study.

The research is purely based on the survey conducted in Bangalore city and has been focused on Hutch Subscribers. The number of respondents interfere is 100. The study covers information about customer brand preference, service attributes etc. The project will be useful to management, students and other who may want to broader their horizon. Overall scope of the study would be to enhance the services to the subscribers in the city.

DESCRIPTION OF THE RESEARCH DESIGN

The present study has been designed to collect the opinions and perspectives of HUTCH subscribers. The data has been collected through questionnaires filled up by personal interviewing subscribers. The questionnaire has been made as concise as possible. Personal information has also been collected in order to know their backgrounds. The questionnaire has been administered to the respondents directly so that any doubts regarding the questionnaire could be immediately clarified. The questionnaire consisted of various types of question namely multiple choices, close ended, open ended and ranking etc; a copy of the questionnaire is enclosed in the annexure.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The marketing research problem calls for the descriptive types of research. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, education level etc or in cases where the researcher in is interested in knowing the proportion of people in a given population who have behaved in a particular manner.

Descriptive research is used for the following data.

- Consumer profile study
- Consumer Behavior study

SOURCES OF DATA

Data, facts, figures, other relevant material of past and present and surveying are the basis for study and analysis. Without an analysis of factual data no specific inferences can be drawn on the questions under study. Inferences based on imagination or guesses cannot provide correct answer to research questions. The relevance adequacy and reliability of data determine the quality of the findings of a study.

For the purpose of the present study, data from two sources has been collected namely primary and secondary data.

- **Primary Data**

  Primary data is source from which the researcher collects the data. It is a first hand data, which is used directly for the analysis purposes. Primary data always gives the researcher a fairer picture. In the present study primary data has been collected using questionnaires. For the purpose of collecting the same, 100 respondents have been randomly selected. Even the response of the respondents was taken into consideration. In this study, primary data plays a vital role for analysis, interpretation, conclusion and suggestions.

- **Secondary Data**

Secondary data is data which is collected and compiled for other purposes. Secondary data also plays a key factor in the in providing various other information which will influence the
analysis. Few of the main sources of secondary data include newspapers, business journals, magazines, internet and company reports etc.

POPULATION

The aggregate of all the units pertaining to a study is called the population. Population is the largest group to be studied. It's the total collection of elements about which we wish to make inferences the populations for this research are the people residing in Bangalore city.

SAMPLE DESIGN

A part of the population is known as sample. The process of drawing a sample from a large population is called sampling. The type of sample design used is Simple Random Sampling. Simple Random

Sampling gives every unit of the population a known and non-zero probability of being selected. Since random sampling implies equal probability to every unit in the population, it is necessary that the selection of the sample must be free from human judgment. The sample design is formulated at Bangalore city only.

2.8 SAMPLE PLAN

SAMPLE SIZE

The sample size for the survey is 100 respondents of which 50 are Existing HUTCH Subscribers and 50 are New HUTCH Subscribers.

SAMPLE UNIT

One of the units into which an aggregate is divided or regarded as divided for the purpose of sampling, each unit being regarded as individual and indivisible when the selection is made. The definition of unit may be made on some natural basis fro example households, persons, units of product etc. Hence, in the study the sample unit is "Respondents who are Prepaid Hutch Subscribers".

TOOLS AND TECHNIQUES OF DATA COLLECTION

The following sampling techniques have been implemented:

- **Personal interviews**

  Approaching people personally and interviewing directly.
- **Questionnaires**

  Designing the questions in such a way that is covers various opinions, views about HUTCH subscribers at the present market conditions. The questionnaire consisted of various types of questions say Open-ended questionnaire, Close ended or Dichotomous questions, Multiple-choice questions.

FIELD WORK

This project involved a field work where in the survey is conducted by having a personal interaction with 100 subscribers who are HUTCH subscribers. Personal interaction has been carried out and the information sought as was required in the questionnaire for the purpose of data processing and analyzing. The respondents have been directly contacted.

METHODOLOGICAL ASSUMPTIONS

For the purpose of the study the following assumptions have been made:

- It has been assumed that the information given by the respondents are authentic, Bona fide and genuine.
- The sources of the data are the basis, from which the actual required information can be extracted.
- The sampling procedure adopted will help in choosing an appropriate sample that truly represents that actual population.
- It has also been assumed that "interview-questionnaire" is more suitable for collecting data for the present day.

LIMITATIONS OF THE STUDY

The limitations of the study are as follows:

- Sample size of the subscriber is limited.
- Many subscribers do not give the exact picture of their opinion.

- The time period for conducting the survey is inadequate as the sample size covers only Bangalore city.
- One subscriber may have more than one connection.
- The opinion of the subscriber depends on the geographical location of the subscriber this may include the network of the provider.
- Since it's a prepaid service it may be temporarily be used.
- Since most of the subscribers are teenagers it fails to give a general view of other age groups.

INDUSTRY AND COMPANY PROFILE

INDUSTRY PROFILE

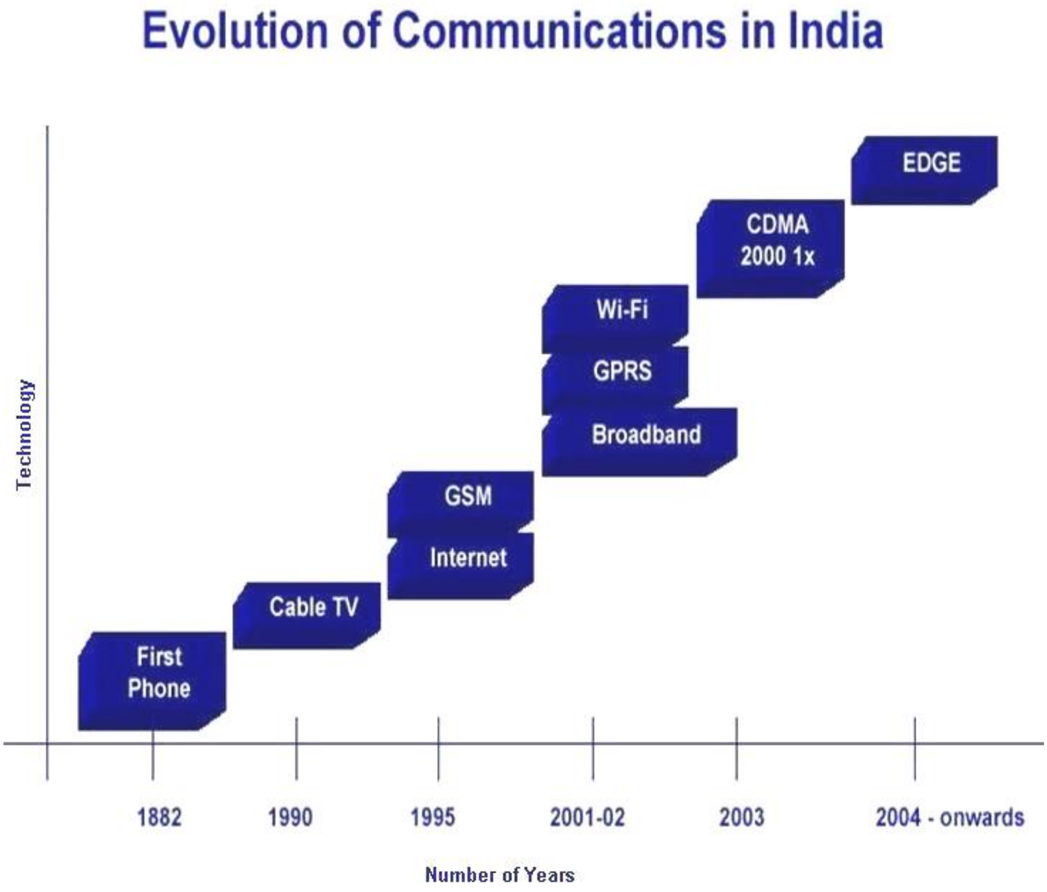
INDIAN TELECOM INDUSTRY

Indian Telecom sector continues to ring in higher growth, albeit slower growth in subscriber addition. During APRIL 2005, the sector added 1.91mn subscriber, which has fell short of January 2005 subscriber addition at 1.95mn. In March 2005 the sector had added 1.61mn subscribers. Subscriber addition in mobile segment continues to drive the sector growth.

Of the total subscriber addition of 1.87mn during August 2004, 1.67mn subscribers were added in the mobile segment. GSM mobile alone added 1.41m new subscribers. Rest addition was in the CDMA (0.26mn) segment. Meanwhile fixed line segment continued to move at a snail pace and added just 0.2mn subscribers.

Various factors have contributed to such stupendous growth in subscriber addition that included increased drive from the telecom services provider through various promotional schemes, increasing quality of telecom infrastructure and growing need for communication. Above all, the growing competition amongst the service providers has led to decline in tariff rate, which is lowest in the world.

Just when it seemed that tariff of mobile services had bottomed out, telecom operators announced a series of rate cuts followed by Reliance. Bharti under brand name ‘Airtel’ and Reliance announced rate cuts up to 60% offering local call at Rs1-0.99/min on there own network. Tata Indicom and BPL announced 1-sec pulse rate billing to attract customers. BPL under pre-paid plan offers 46% talk time at Rs0.03/sec pulse rate on and Tata offered 100% talk-time at Rs0.05/sec pulse rate on their pre-paid cards.



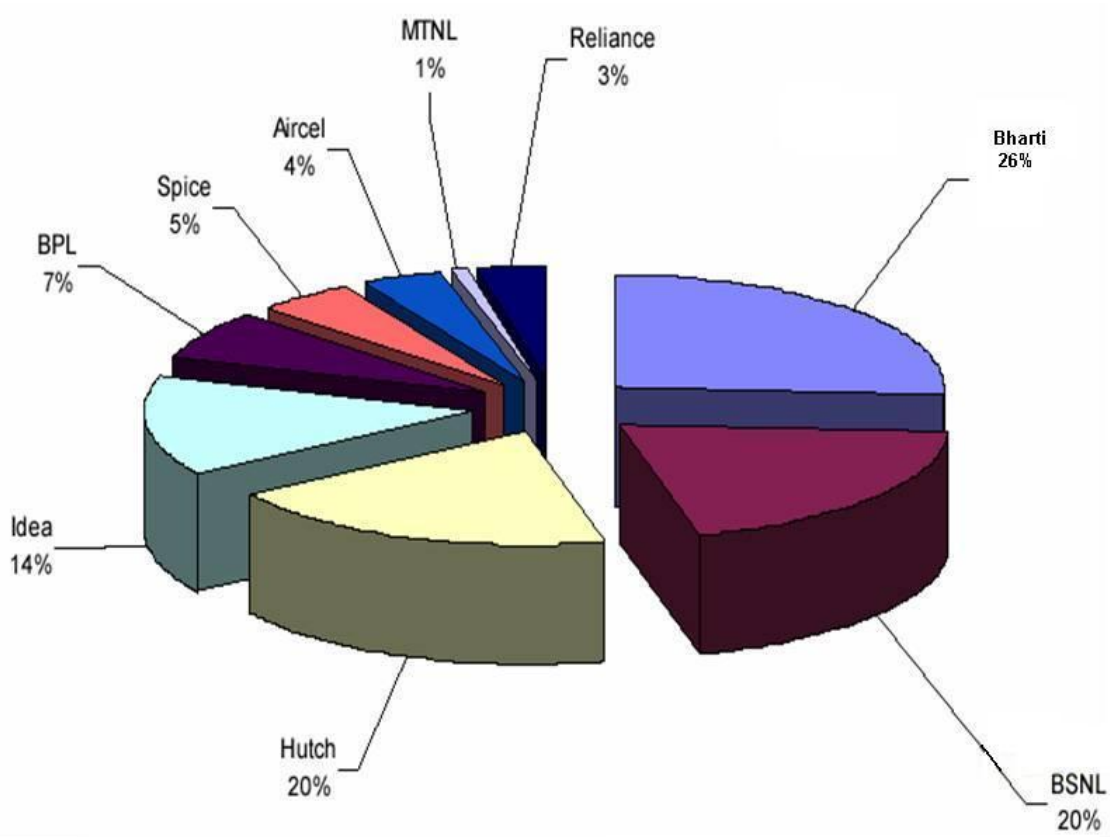
Source: India Study for Tekes NETS

As in the above chart we see that the how technology and changed over years from time the first basic phone to a mobile technology and now to EDGE Technology.

Mobile

Mobile continues to form major chunk of subscriber addition i.e. 89% in August 2004. Mobile segment grew by 4.2% mom to 41.12 million subscribers. Of the total subscribers added 85% form GSM mobile subscribers and the rest 15% were CDMA subscribers. Reliance continues to maintain its top position with 21.6% market share. Reliance subscriber base grew by 3.4% mom to 8.7million.Bharti maintained its second place at 20.4%, while BSNL increased its market share to 16.9% to remain at third place.

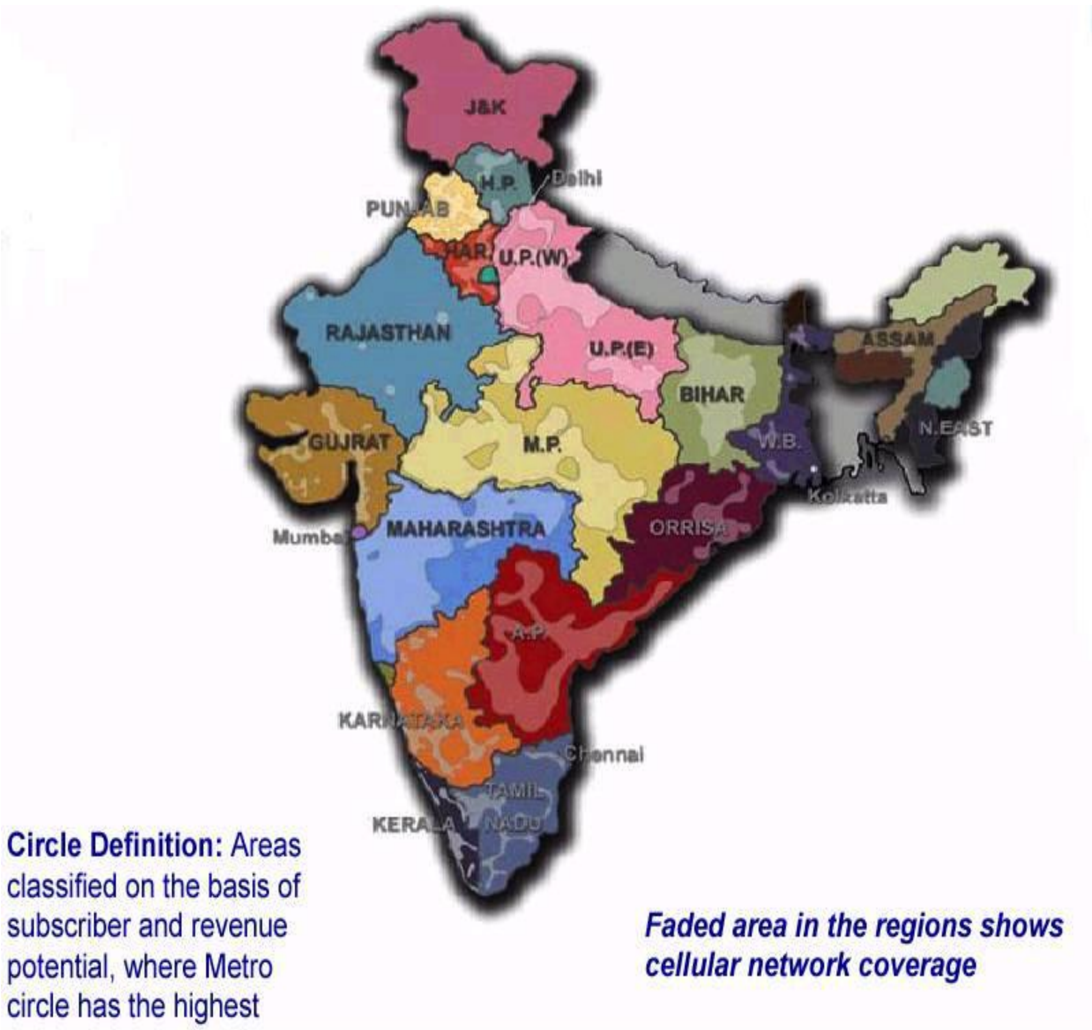
Market Share



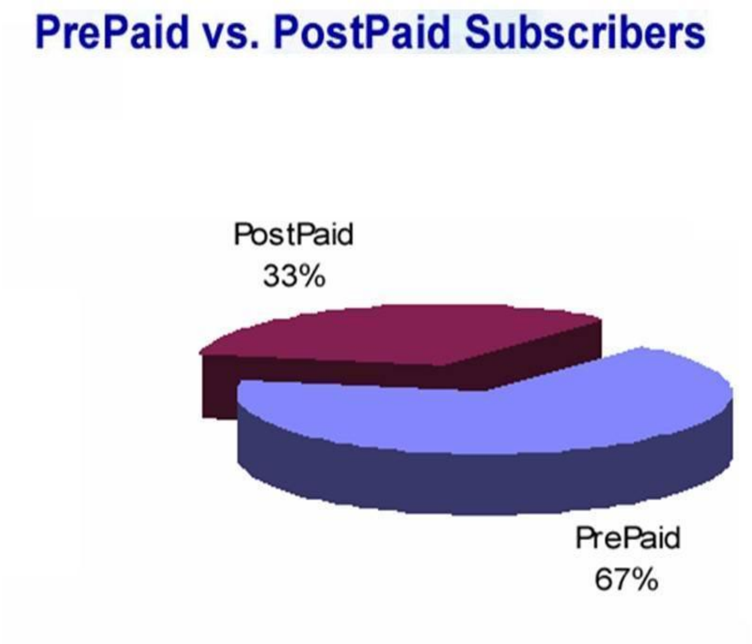
Source: India Study for Tekes NETS

As the above diagram depicts, the cellular market is dominated by Bharti followed by Hutch and BSNL. Several other players have been entering the cellular markets and trying to establish their presence.

Cellular coverage in INDIA.



Source: India Study for Tekes NETS



Source: India Study for Tekes NETS

In India Pre Paid has a gain over Post Paid, 67% of the subscriber base is Pre Paid compared to Post Paid.

GSM Mobile

GSM subscriber base grew by 4.6% mom to 32 million in August 2004. BSNL recorded higher growth rate and its subscriber base grew 10.1% mom to 6.8mn subscribers. BSNL created history by adding 627,713 subscribers in a month, which is highest -ever to be achieved by any mobile operator. Subscriber addition in Tamil Nadu, Chennai and Kolkata were major growth drivers for BSNL. Bharti subscriber base grew by 3.6% mom to 8.2 million, though company maintained its top position its market share dropped slightly to 25.8%. Hutch (without Aircel) maintains third position with subscriber base of 6.1million.

Subscriber base of various cellular providers as on July 2004

GSM Subscribers

Group Company	Subscribers as on July'04	Additions In August	Subscribers as on August '04	(%)Growth
Bharti	8,000,553	285,794	8,286,347	3.6
BSNL	6,244,035	627,713	6,871,748	10.1
Hutch	5,999,850	190,271	6,190,121	3.2
IDEA	4,214,571	83,875	4,298,446	2.0
BPL	2,209,232	58,517	2,267,749	2.6
Spice	1,349,925	32,875	1,382,800	2.4
Aircel	1,269,164	106,780	1,375,944	8.4
Reliance	888,576	19,737	908,313	2.2
MTNL	429,371	8,512	437,883	2.0
Total	30,605,277	1,414,074	32,019,351	4.6

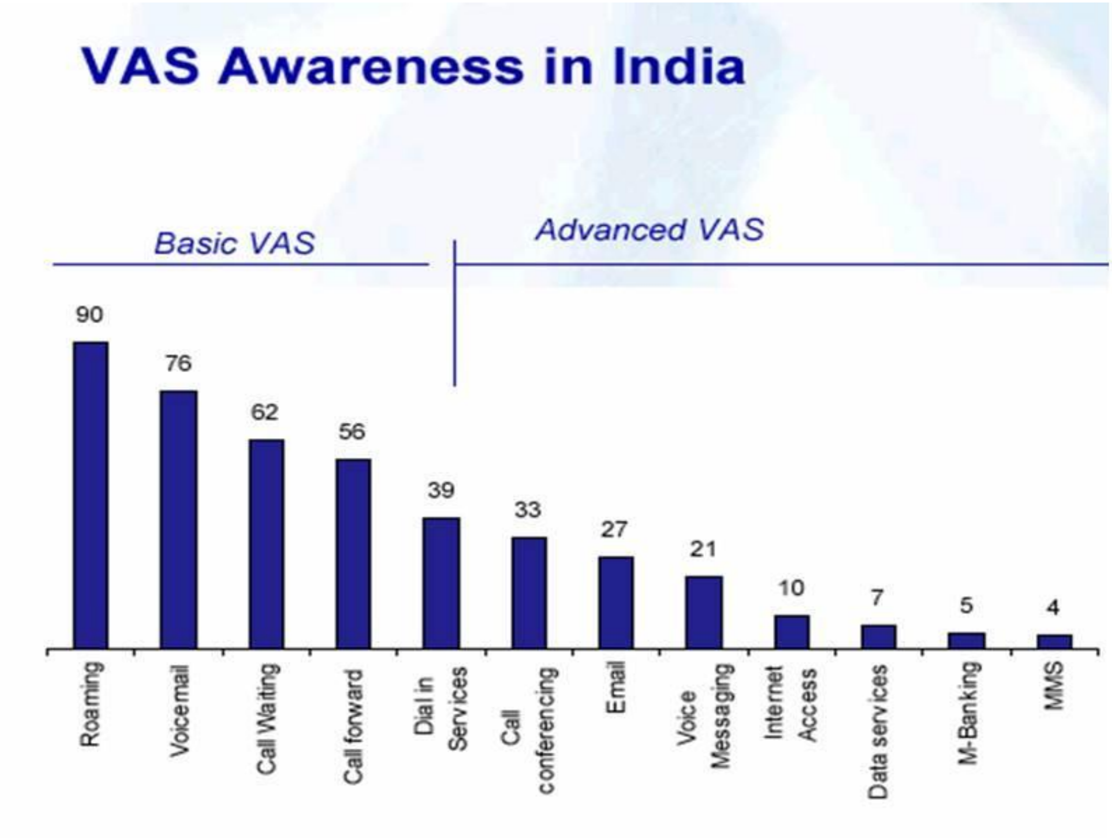
Source: COAI

Source: India Study for Tekes NETS

Circle Growth

In circle wise growth 'C' circle continues to be the fastest growing circle due to its low base. In 'C' circle Reliance and BSNL are the major operator. Reliance is depending on CDMA technology for its growth. BSNL's dependence on GSM technology is driving its growth in this circle. Circle 'A' accounts for highest share of 37% and grew 5.1% mom. Growth in 'A' circle is lead by Karnataka and Tamil Nadu circle which grew 7.9% and 8.7% mom.

Awareness of Value Added Services in India



Source: India Study for Tekes NETS

CDMA Mobile segment

CDMA Subscriber base grew 3% mom to 8.6mn. Reliance maintained its leadership position with 91% market share. Net addition among private players was almost through Reliance, which had 98.7% market share. Tata Tele services lost 19,770 of its subscribers as a result of disconnection due to outstanding bills.

Fixed line

In the month 0.2mn subscribers were added in the fixed line segment and total subscriber base stood at 41.12mn. Growth in Fixed line segment is predominately coming from Fixed Wireless Terminals.

HUTCHISON TELECOM

- Brand Name: HUTCH
- Network: GSM 900, GSM 1800, GPRS, EDGE
- Network Coverage: 14 Telecom Circles
- Subscriber base: 5,999,850
- Market Share: 20%
- Subscriptions: Post Paid, Pre Paid

Other GSM Operators

BHARTI

- Brand Name: AIRTEL
- Network: GSM 900, 1800, GPRS, EDGE
- Network Coverage: 17 Telecom circles
- Subscriber base: 8,000,553 (May 2004)
- Market Share: 26%
- Subscriptions: Post Paid, Pre Paid

Bharti was the first mobile operator operational in India. India's first GSM based phone call was made on Airtel network.

IDEA CELLULAR

- Brand Name: IDEA
- Network: GSM 900, 1800, GPRS, EDGE
- Network Coverage: 6 Telecom circles
- Subscriber base: 4,214,571
- Market Share: 14%
- Subscriptions: Post Paid, Pre Paid

BPL MOBILE

- Brand Name: BPL
- Network: GSM 900, 1800, GPRS
- Network Coverage: 6 Telecom circles
- Subscriber base: 2,209,232
- Market Share: 7%
- Subscriptions: Post Paid, Pre Paid

CDMA Operators

RELIANCE

• Brand Name: RIM- Reliance India Mobile

• Network: CDMA 2000-1x

• Network Coverage: 18 Telecom circles

• Subscriber base: > 6,8 million

• Market Share: 80%

• Subscriptions: Post Paid, Pre Paid

TATA INDICOM

• Brand Name: TATA or TATA Indicom

• Network: CDMA 2000-1x

• Network Coverage: 6 Telecom circles

• Subscriber base: > 2 million

• Market Share: 8 – 10%

• Subscriptions: Post Paid, Pre Paid

Outlook

The recent tariff cuts announced by various telecom operators would affect the bottom line of these companies.

The company's that are unequipped to match up with the competition and does not have economies of scale would loose out in this race. Smaller players might find difficult to be in the business and may merge with big players leading to consolidation in the industry.

COMPANY PROFILE

Hutchison Essar is a part of the internationally acclaimed Hutchison Whampoa group, a diversified, multinational conglomerate with its origins dating back to 1828 in Hong Kong. The parent company, Hutchison Whampoa Limited, is a part of the Li Ka-Shing group of companies. It is one of the largest companies listed on the Hong Kong stock exchange. The Group operates five core businesses in 41 countries and employs around 1,50,000 people worldwide. It is one of the most profitable businesses in Asia. The five core businesses of Hutchison Whampoa are:

Ports and Related Services: World leading port investor, developer and operator with interests in over 31 ports throughout Asia, Africa, Europe and the Americas.

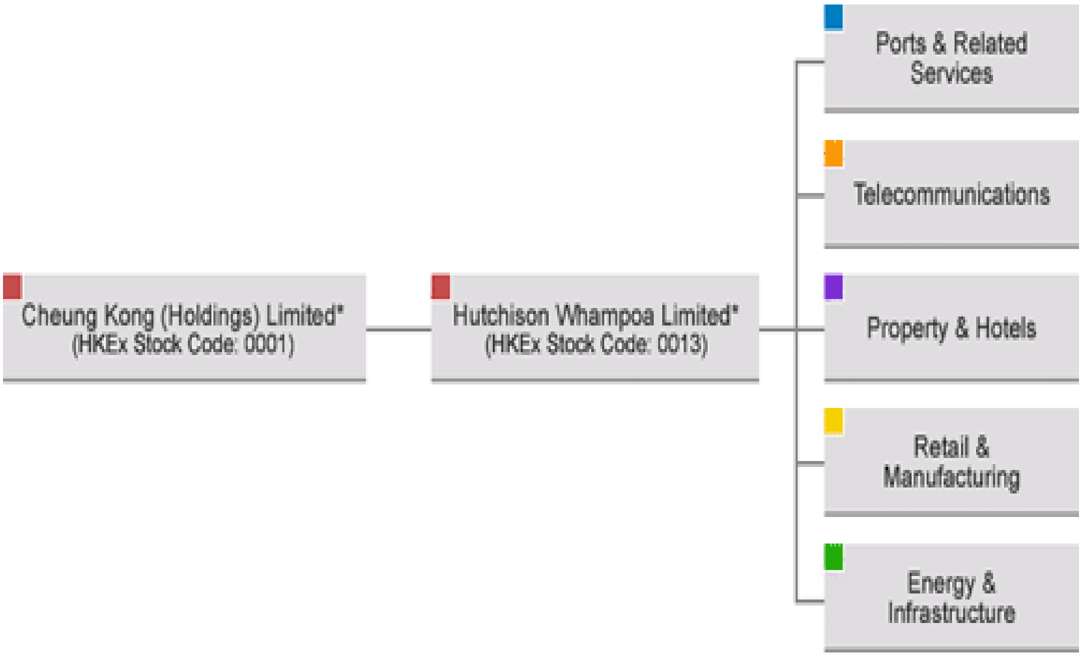
Telecommunications and e-commerce: One of the leading owners and operators of telecommunications and internet infrastructure in around 17 countries worldwide.

Property and Hotels: Has an investment portfolio of approx 13.7 million sq. ft. of commercial, office, industrial and residential premises.

Retail and Manufacturing: Owns 3 major stores – Watsons, Fortress and PARK-n-SHOP with more than 800 stores in the region. With the acquisition of the Kruidvat Group of the Netherlands, Hutchison became one of the world's largest health and beauty retail outlets in Asia and six European countries.

Energy, Infrastructure, Finance and Investments: Hong Kong and Lamma Islands run on electricity generated by Hutchison. It holds

84.6% interest in Cheung Kong infrastructure – a leading investor in the infrastructure sector in Hong Kong, PRC and Australia.



Group Structure of Hutchison Whampoa Limited

Hutchison Telecommunications

Hutchison Telecommunications is a wholly owned subsidiary of Hutchison Whampoa Limited. It operates a wide range of integrated telecommunications services in over 17 countries. It was formed in 1985 to run a cellular network in Hong Kong and now has become a formidable force in mobile communications. It has business interests in fixed line services, internet services, fiber optics, mobile telephony (voice and data), trunked mobile radio and radio broadcasting. But its main interest internationally is in providing mobile telephony.

<u>**Hutchison Essar in India**</u>

Hutchison established its presence in India way back in 1994 by acquiring the cellular license for Mumbai. It launched cellular service in the city of Mumbai on a GSM 900 network under the brand name Max Touch in the year 1995. It became synonymous with being the first ‘service brand’ in telecom by making innovations both in customer service and technology. In early 2000, Orange was launched in Mumbai.

In 2000, Hutchison did a joint venture with Essar to expand its presence in the country. Hutchison Essar acquired the cellular licenses in Delhi, Kolkata and Gujarat in 2000 to become one of the largest cellular businesses in the country.

Hutchison Essar won the bid to operate as the 4th cellular service provider in Chennai, Karnataka and Andhra Pradesh in 2001 on GSM 1800 network.

It now has operations in 12 circles – Delhi, Karnataka, Andhra Pradesh, Chennai, Kolkata, Gujarat, Haryana, Rajasthan, UP (E), UP (W) Punjab and Mumbai. It has a customer base of over 6 million people and is committed to providing the best in service and technology to its customers.

Hutchison Telecom has a successful track record in identifying potential countries and technologies, developing them and creating shareholder value over a long term. One of its key success stories was developing the first consumer brand in telecom – **Orange**. It is one of the largest 3G players worldwide. Hutchison 3G has been given licenses to operate in UK, Italy, Israel, Denmark, Sweden, Austria, Ireland, Australia and Hong Kong. Hutchison is the first operator to offer 3G services in Australia, Italy, the UK and Sweden.

Hutchison established its presence in India in 1994, through a joint venture with Max India Limited. In 1995, Hutchison Max Telecom became the first operator in India to launch its cellular service.

Today, Hutchison is the one of the largest providers of cellular services in India with presence in all the major regions - Orange in Mumbai and Hutch in Delhi, Karnataka, Andhra Pradesh, Chennai, Kolkata, Gujarat, Haryana, Rajasthan, UP (E), Punjab, West Bengal, UP (W), Sikkim, Tamil Nadu.

Hutchison affiliates jointly account for the largest number of cellular subscribers in India numbering over 5.7 million.

Hutch in Karnataka is part of the Hutchison network, the second largest cellular service provider in India - covering over 23% of the national footprint and 50% of national purchasing power, with a subscriber base that exceeds 4 million.

At Hutchison, our philosophy is simple - to provide superior mobile communications services across the country at affordable rates.

Hutch spans eight important telecom circles across the country. It covers Mumbai under the brand name Orange, and covers Delhi, Rajasthan, Haryana, UP [E], Chennai, Andhra Pradesh, Gujarat, Kolkata and Karnataka under Hutch.

The Top Management

Asim Ghosh, Managing Director, Hutchison Essar

Harit Nagpal, Vice-President, Corporate Marketing, Hutch

Samuel Selvakumar, Chief Executive Officer, Hutch – Karnataka & Chennai

Awards

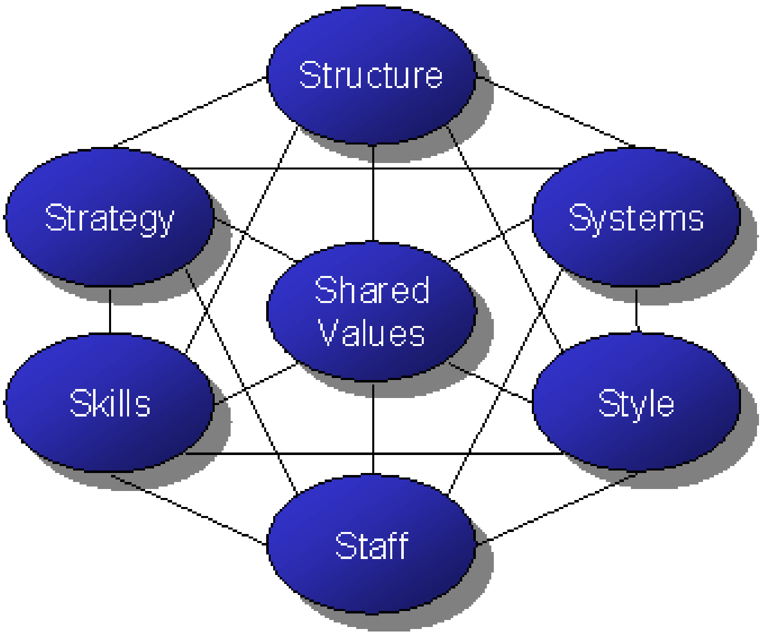
HUTCH is rated as 'Best Mobile Service in the Country' by the national TNS survey of mobile users.

HUTCH is Named 'Most Respected Telecom Company' by Business World.

HUTCH has been Named 'Creative Advertiser of the Year' and has won the 'Campaign of the Year' award at the annual Abby 2004 advertising awards function.

Diagrammatic representation of Hutchison Essar's presence in India

THE Mc KINSEY 7-S FRAMEWORK



The 7-S Model is better known as McKinsey 7-S. This is because the two persons who developed this model, Tom Peters and Robert Waterman, have been consultants at McKinsey & Co at that time. They published their 7-S Model in their article “Structure Is Not Organization” (1980) and in their books“The Art of Japanese Management” (1981) and “In Search of Excellence” (1982).

STRATEGY

The integrated vision and direction of the company, as well as the manner in which it derives, articulates, communicates and implements that vision and direction.

- Hasn't expanded footprint indiscriminately and has focused on the juicier market first.
- Matched competitors' prices, but never positioned the brand on the price plank.
- Focused on getting a larger share of higher paying user through value added services.
- Has tried to pre-empt the second stage of market evolution by focusing on margin.

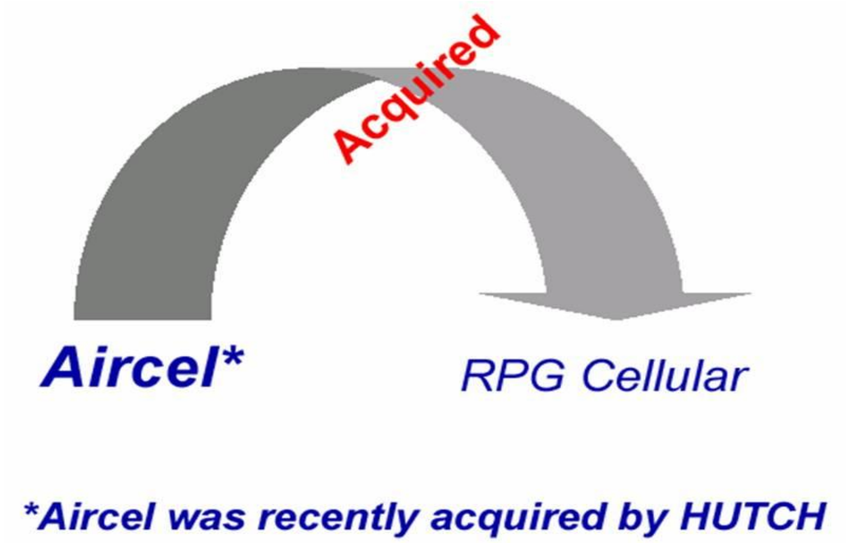
IMPACT

- Despite having a smaller footprint, its top line is just 14% off the industry leader Bharti's.
- Its tariffs are not the lowest in the market, but low enough.
- Has consistently netted the highest average revenues per user in industry.
- Gross profit has increased ten times to $90 million in the 6 months to June 30, 2004.

Expansion Strategy of HUTCH –"Acquisition"

Source: India Study for Tekes NETS

The above diagram list outs the acquisitions made by Hutch. A total of six companies were acquired namely Sterling Cellular, Hutchison Essar, Aircel Digilink, Hutchison Max telecom and recently acquired Aircel.



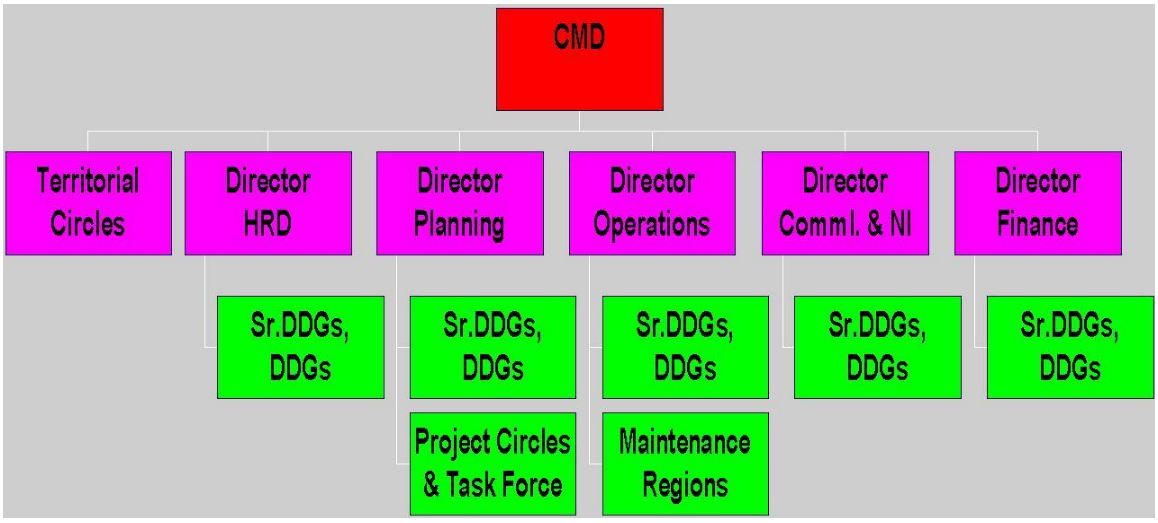
Source: India Study for Tekes NETS

Here we see that Aircel also acquired RPG Cellular and now they are a part of the parent company HUTCH.

STRUCTURE

The policies and procedures which govern the way in which the organization acts within itself and within its environment.

ORGANISATION STRUCTURE AND VARIOUS DEPARTMENTS



<u>Territorial circles</u>

Circle Definition: Areas classified on the basis of subscriber and revenue potential, where Metro circle has the highest potential and C circle has the lowest .The entire nation is divided in 4 circles namely Metros, A, B and C.

Metro circle: Delhi, Mumbai, Kolkata & Chennai.
A Circle: States of Maharshtra, Gujarat, Andhra, Karnataka & Tamil Nadu.
B Circle: States of Kerala, Punjab, Haryana, Uttar Pradesh, Rajasthan & Madhya Pradesh.
C Circle: States of Himachal, Bihar, Orissa, Assam, Kashmir and North East States.
Hence the territory manager looks after a particular zone or circle. Any operations in these circles will be headed by him.

Human Resource

The basic function of the human resource department is to manage the manpower in an efficient and effective manner. The recruitment and selection, procedures including the training of the employees is the responsibility of the human resource department.

Planning

The planning department is lead by key persons of the company, as effective planning leads the organization. The job of the planning Department is to plan and present the plans to the top management and operational department. It plays a vital role in the achievement of organizational goals.

Operations

The operations department is an action oriented department. The operations department implements or executes the plan which is presented to them from the planning department.

Communication

The communication department is a technical department which deals with the technologies provided. It helps the organization to identify and analyze the efficient and effective alternatives of providing service. The communication department also helps in providing cutting-edge technologies to its subscribers.

Finance

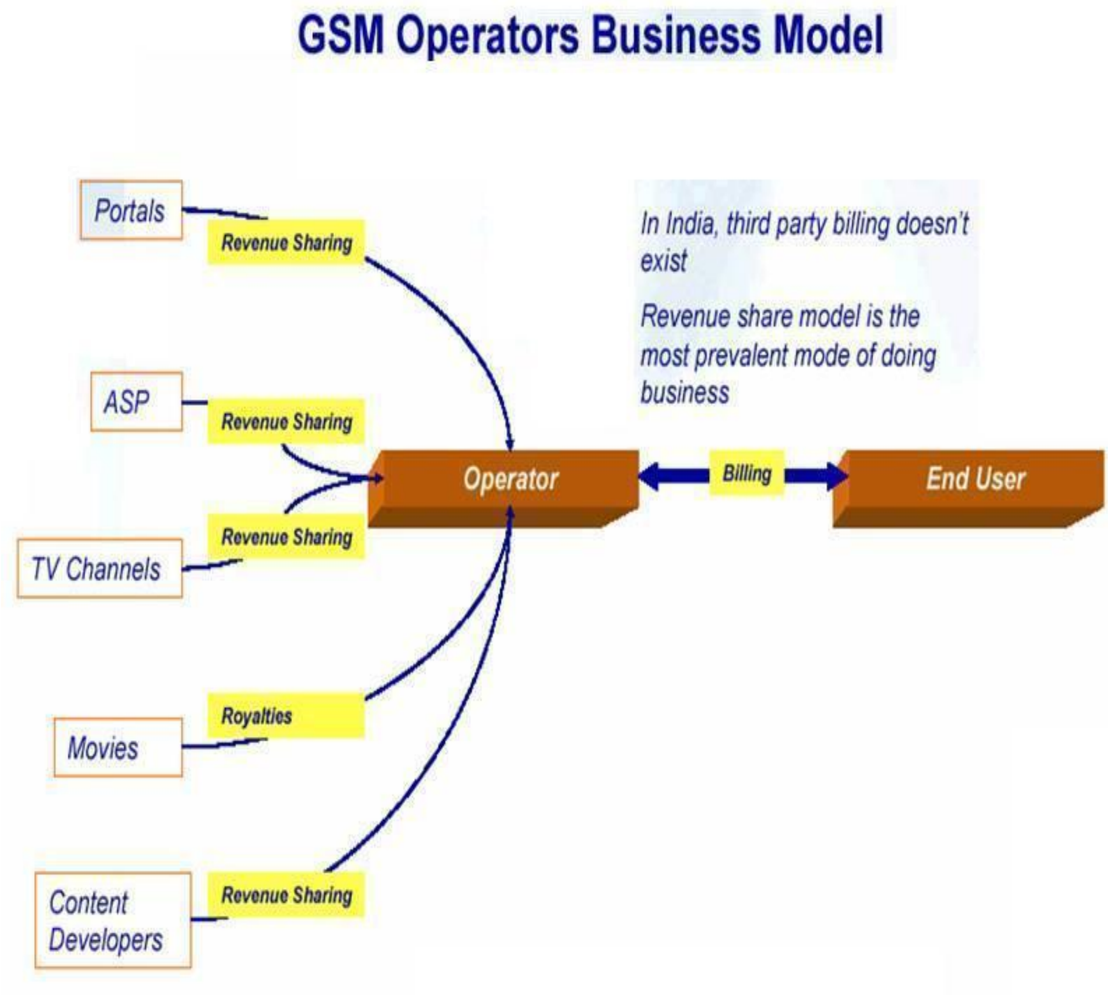
The finance department is a common department in all the organizations as they say ***Finance is the life blood of the business.*** The basic function of the finance department is allocation and maintenance of fund and resources of the organization. Investment is a crucial factor in business hence the finance department helps the organization to invest in right areas in order to have maximum returns.

SYSTEM

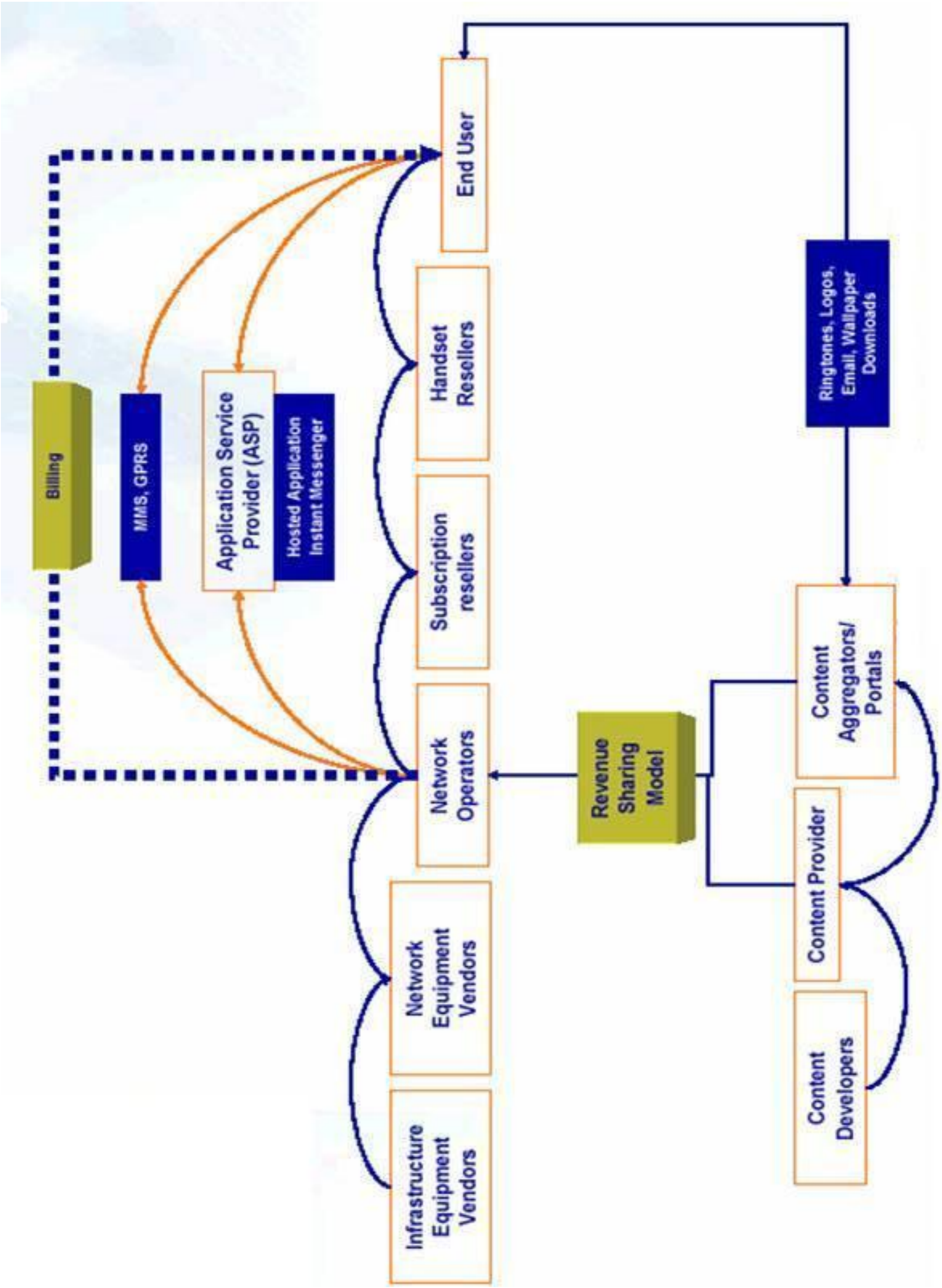
The decision making systems within the organization can range from management intuition, to structured computer systems to complex expert systems and artificial intelligence.

- The flow of information between each department is through memos, circulars.
- Any decision is taken by conducting meetings.
- Information reaches the ultimate customers through retail system.
- The interaction between subscriber and the company is given below

The subscribers who are interested in Prepaid Connection may visit any of the HUTCH Dealers or outlets. Then the subscriber is given information about the service. If the subscriber is interested in buying the connection he will have to fill a form which contains his personal details with the proof that is (passport, driving license…etc). Then the service will be activated and subscriber is ready to avail the service.



Source: India Study for Tekes NETS



Mobile Value Chain Analysis

<u>STYLE</u>

Style refers to the employees shared and common way of thinking and behaving - unwritten norms of behavior and thought. The style also includes the various Performance Appraisal techniques and Employee training procedures.

STAFF

Staff means that the company has hired able people, trained them well and assigned them to the right jobs. Selection, training, reward and recognition, retention, motivation and assignment to appropriate work are all key issues.

SKILLS

Skills refer to the fact that employees have the skills needed to carry out the company's strategy. Training and Development - ensuring people know how to do their jobs and stay up to date with the latest techniques.

SHARED VALUES

Shared value means that the employees share the same guiding values. Values are things that you would strive for even if they were demonstrably not profitable.

Values act as an organization’s conscience, providing guidance in times of crisis. Identifying corporate values is also the first essential step in defining the organization’s role in the larger community in which it functions.

We are not in the business of selling phones. Our mission is to enhance people's lives - we are creating a service that, upon demand, shows you where you are, what you want and how you want it - and puts it in the palm of your hand. Over time, we hope that this will become an indispensable part of our daily lives.

"It is my belief that the increasing pressures to maximize profit and efficiency should not compromise our respect for equality and our determination to minimize misery"

Quotes by Mr. Li Ka-Shing
Chairman, Hutchison Whampoa

- Our goal is to provide you superior products and services, anytime and anywhere.
- To be fair and transparent in what we do and how we do it.
- To provide you quality services with more customer friendly practices.
- To make your communications experience simple, pleasurable and fun.
- Where you don't simply get technology - but technology that is relevant.
- Where solutions are not just promised in the future – but delivered in the present.

SERVICE PROFILE

HUTCH **ORANGE**

Hutchison Max Telecom Limited
Hutch House
Peninsula Corporate Park,
Ganpatrao Kadam Marg,
Lower Parel,
Mumbai - 400013

Care Number - +91 22 56645000
Fax Number - +91 22 56661200

PREPAID PACKAGE

Talk 99

Get your new Hutch Prepaid connection at just Rs. 99 and speak at the most attractive rates.

Starter Pack MRP	Rs. 99
Talk time	0
Validity	0
Incoming calls	Free
Outgoing Calls (Rs. per min)	
Local Calls	
To GSM phones & Tata Indicom	Rs. 0.99
To Landlines/Reliance phones	Rs. 1.99
STD (Rs. per min)	
To all phones	Rs. 2.64
Special promotion offer @ Re.1 per day	Rs. 2.25
SMS (rate per message)	
To local Hutch phones	Rs. 0.5
TO local GSM phones	Rs. 0.5
To National numbers	Rs. 2
To CDMA phones	Rs. 2
To International phones	Rs. 5
Daily Rental	Rs. 2

Note:

- Tariffs mentioned above are applicable for all mobile phones (numbers starting with the digit '9)

- Subscribers can opt for the lower STD rates @ Rs.2.25/min by sending an SMS "Plan STD" to 997. Existing customers who wish to remain on the old tariff plan can SMS "Plan Old" to 997.

RECHARGE INSTANTLY

You can easily recharge your Hutch Prepaid with a Hutch recharge card of a denomination of your choice from those listed below:

MRP(in Rs)	55	110	220	324	350	400	550	1100	2200	3300
Processing Fee(in Rs)	30	50	100	150	125	100	100	125	125	125
Talk time(in Rs)	21	52	104	150	199	270	409	894	1912	2931
Service tax(in Rs)	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Validity period(in Days)	0	0	14	30	30	30	30	60	120	365

PROFILE OF THE RESPONDENTS OF POTENTIAL HUTCH SUSCRIBERS

Table 1.1

Profile of Respondents Based on Gender.

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	45	90
Female	5	10
TOTAL	**50**	**100**

SOURCE: PRIMARY DATA

Inference:

90% of the respondents are 'Male' and the rest 10% are 'Females'.

Interpretation:

Majority of the respondents are males as more males are having mobiles.

Graph 1.1

Profile based on Gender

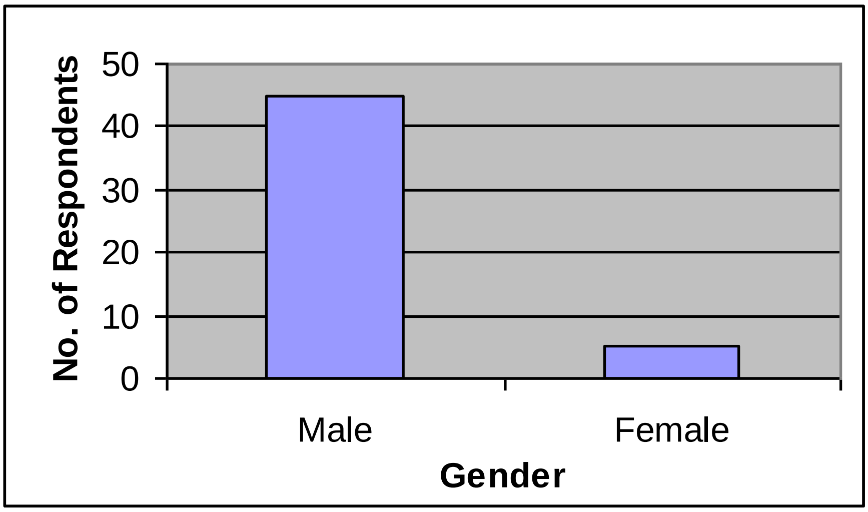


Table 1.2

Profile of Respondents Based on Age Group.

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
Less Than 20 YRS	3	6
20-25 YRS	38	76
25-30 YRS	6	12
30-35 YRS	Nil	Nil
More Than 35YRS	3	6
TOTAL	**50**	**100**

Source: primary data

Inference:

- 76% of the respondents are of age group '20-25 years'.
- 12% of the respondents are of age group '25-30 years'.
- 6% belong to the age group '<20 years'.

Interpretation:

Majority of the subscribers are of the age group 20-25 years. This is mainly due to Tariff plans which are competitive and cost effective which are more suitable for teenagers.

Graph 1.2

Profile based on Age Group

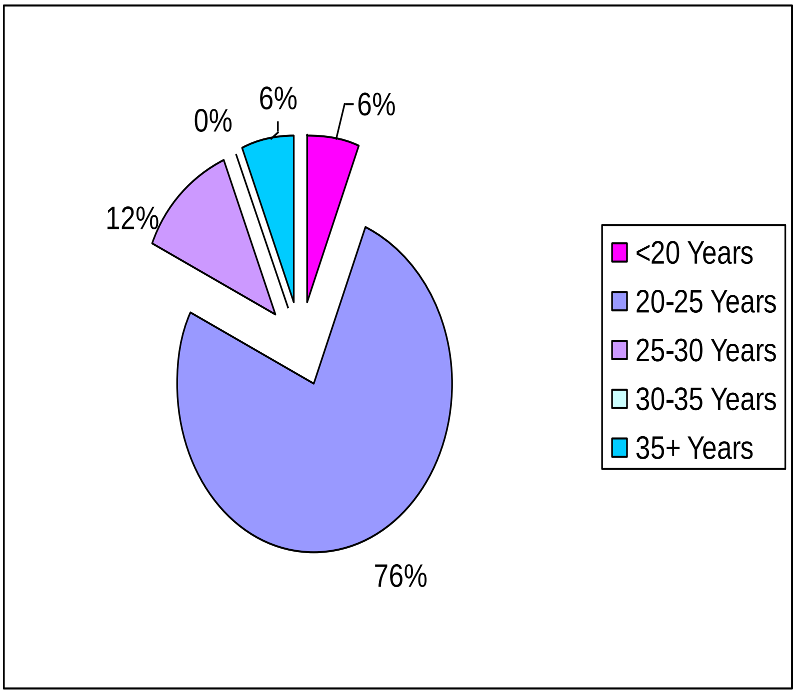


Table 1.3

Profile of Respondents Based on Occupation.

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE

Student	36	72
Salaried	9	18
Business	2	4
Others	3	6
Total	**50**	**100**

Source: primary data

Inference:

- 72% of the subscribers are Students.
- 18% are Salaried Subscribers.
- 4% are from a Business Background.
- 6% are from others.

Interpretation:

A large number of HUTCH subscribers are students. The tariffs are more economical and attractive to students, when compared to other service providers in the market.

Graph 1.3

Profile based on occupation.

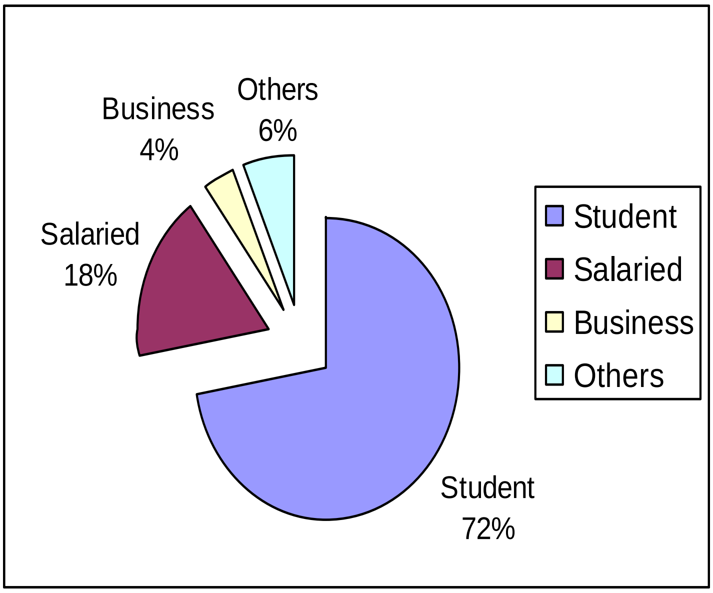


Table 1.4

Profile of Respondents Based on Brand Sequence

BRAND	NO. OF RESPONDENTS	PERCENTAGE
HUTCH	20	40
AIRTEL	18	36
CELLONE	6	12
TATA INDICOM	1	2
SPICE	1	2
RIM	4	8

Source: Primary data

Inference:

- 40% of the respondents recalled Hutch, first in brand sequencing.

- 36% of the respondents recalled Airtel, second in brand sequencing.

Interpretation:

Most of the subscribers recalled the brand they are using; hence a majority of the subscribers prefer Hutch followed by Airtel, Cell One, Rim and Spice.

Graph 1.4

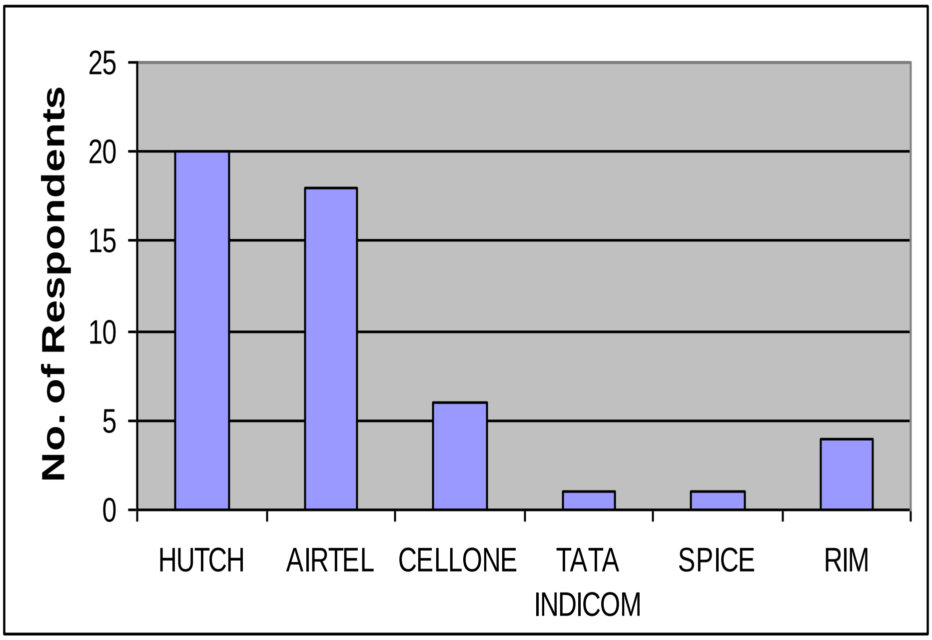


Table 1.5

Mobile service providers in terms of their overall performance

BRAND	NO. OF RESPONDENTS	PERCENTAGE

HUTCH	18	36
AIRTEL	23	46
SPICE	1	2
CELL ONE	3	6
RIM	4	8
TATA INDICOM	1	2

Source: primary data

Inference:

- 46% of the respondents recalled AIRTEL, first in overall performance.
- 36% of the respondents recalled HUTCH, second in overall performance.

Interpretation:

Most of the subscriber recalls the brand they use; hence a majority of the subscribers prefer Airtel followed by hutch, Rim, Cell One, and Spice.

Graph 1.5

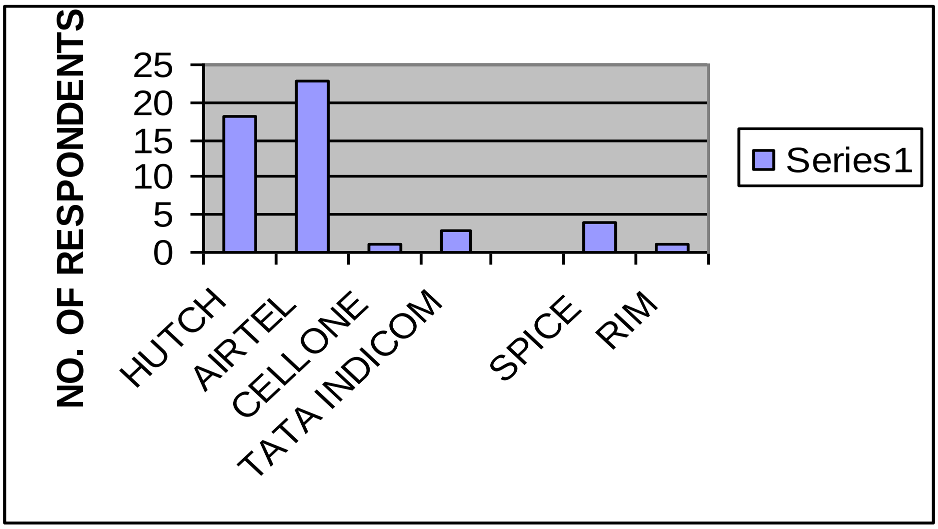


Table 1.6

Type of service intended to use

INTENDED SERVICE	***NO. OF RESPONDENTS***
PREPAID	32
POSTPAID	18
TOTAL	50

Source: Primary Data

INFERENCE

64% of the respondents are willing to use prepaid and 36% of them are willing to use postpaid services.

INTERPRETATION

Respondents are more interested to use prepaid services than postpaid services.

Graph 1.6

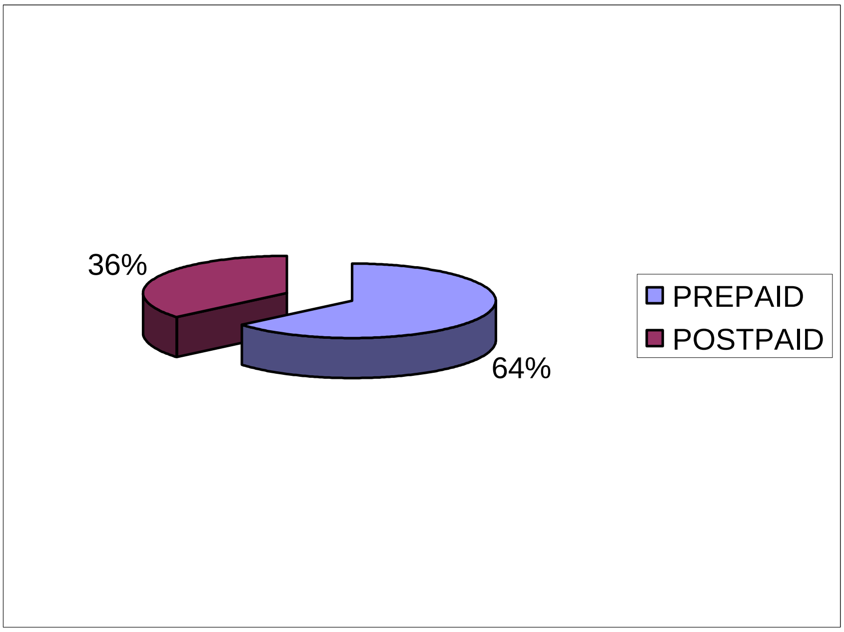


Table 1.7

Respondents profile on Service Features.
(Ranking on the basis of 1 to 5)

RANK PARAMETERS	1	2	3	4	5
VALUE ADDED SERVICE	8	6	17	9	10
NETWORK	8	10	10	12	10
TARIFF	18	14	7	5	6
CUSTOMER CARE	0	5	12	16	17
OTHERS	16	15	4	8	7

Source: primary data

Calculation of the overall total respondents' net ranking

RANK PARAMETERS	1	2	3	4	5	TOTAL (1+2+3+4+5)	FINAL RANK
VALUE ADDED SERVICE	8*5 =40	6*4 =24	17*3 =51	9*2 =18	10*1 =10	143	4
NETWORK	8*5 =40	10*4 =40	10*3 =30	12*2 =24	10*1 =10	144	3
TARIFF PLAN	18*5 =90	14*4 =56	7*3 =21	5*2 =10	6*1 =6	183	1
CUSTOMER CARE	0*5 =0	5*4 =20	12*3 36	16*2 =32	17*1 =17	105	5
OTHERS	16*5 =80	15*4 =60	4*3 =12	8*2 =16	7*1 =7	175	2

Note: The Weights are assigned to the ranks as follows to calculate the overall total respondents' net ranking

RANK	1	2	3	4	5
WEIGHT	5	4	3	2	1

TOTAL = Sum of [Frequency X Weight]

Inference:

- Tariff Plan is first in Respondents profile on Service Features.
- Others[advertisement, friends and family influence...etc.] is second
- Network is third
- VAS is fourth
- Customer care is fifth

Interpretation:

The "Tariffs" is the Unique Selling Proposition for Hutch followed by "Others" which include advertisement, friends and family influence...etc.

Graph 1.7

Respondents profile on Service Features.

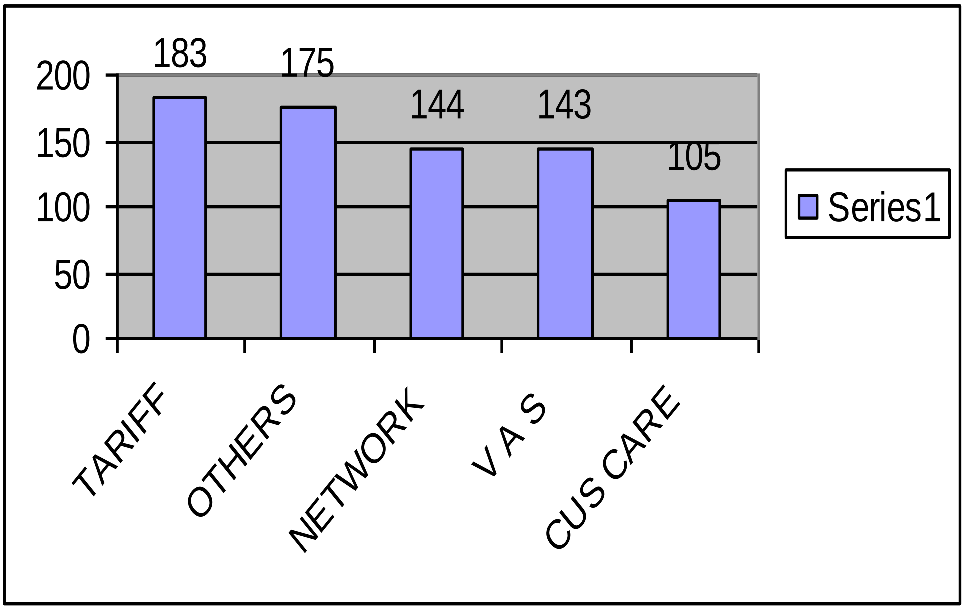


Table 1.8

Profile of Respondents Based on Various Selection Parameters.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Promotion	20	40
Friend and family	34	68
Attractive Service Plan	17	34
Special Discount	3	6
Good Service Quality	4	8
Location of Service Station	2	4

Source: Primary Data

Note: 1. some of the Respondents Have opted more than one Parameter.

2. Sample Size: 50

Inference:

- 68% of the respondents are influenced by their family and friends.
- 40% of the respondents are influenced by the promotion of the company.
- 34% of the respondents are influenced by the tariffs.
- 6% of the respondents are influenced by the discounts given to them by the company.

Interpretation:

Respondents are highly influenced by their social circle i e friends, family…etc followed by the promotion done by the company and later the service parameters.

Graph 1.8

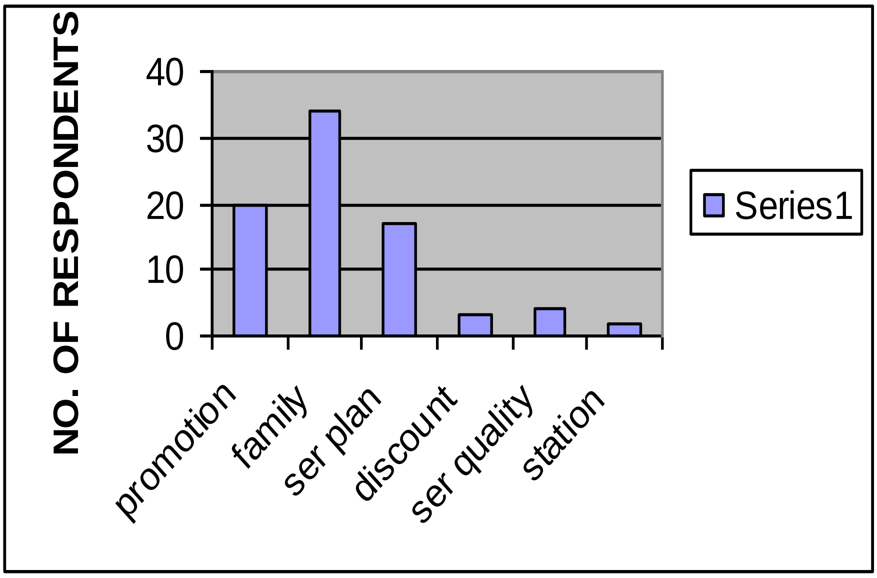


Table 1.9

Profile of Respondents Based on Overall Rating.

PARAMETERS	NO. OF RESPONDENTS
Excellent	6

Good	31
Fair	9
Poor	1
Very Poor	3
TOTAL	**50**

SOURCE: PRIMARY DATA

*******The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows**

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	FREQUENCY X WEIGHT
Excellent	6*5=30
Good	31*4=124
Fair	9*3=27
Poor	1*2=2
Very Poor	3*1=3
TOTAL	**186**

= Sum of [frequency X Weight] / sample size

= 186 / 50
= 3.72

Inference:

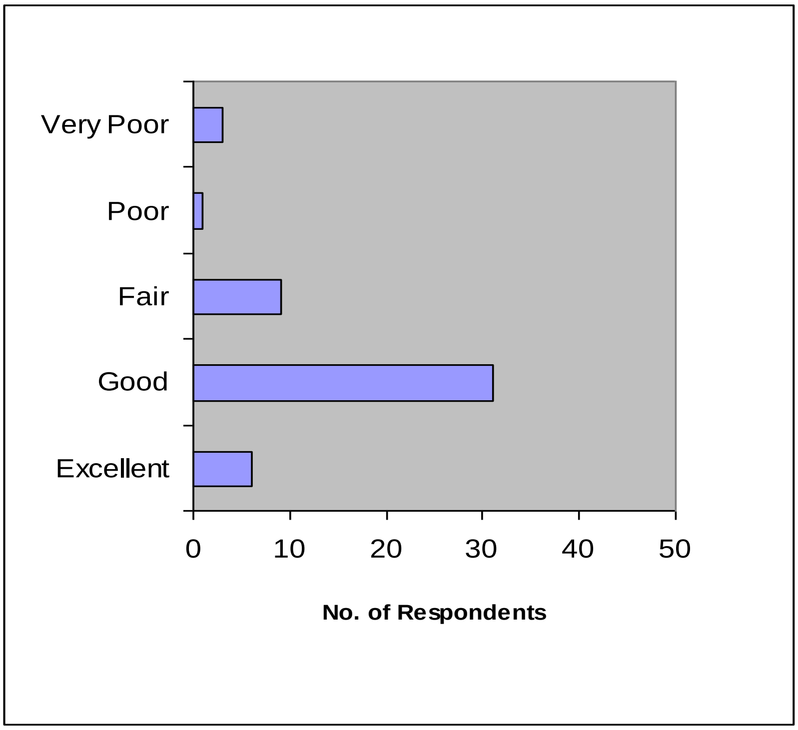
The overall average rating of all the respondents is 3.72 which are in between fair and good, and as it is 3.72 we can say that it is tilting towards good.

Interpretation:

We can interpret that with the above factors taken in consideration the respondents overall rate Hutch as 'Good.

Graph 1.9

Overall Rating



PROFILE OF THE RESPONDENTS OF *EXISTING HUTCH SUSCRIBERS*

Table 2.1

Profile of Respondents Based on Gender.

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	44	88
Female	6	12
Total	**50**	**100**

SOURCE: PRIMARY DATA

Inference:

- 88% of the respondents are 'Male'
- 12% of the respondents are 'Females'.

Interpretation:

The majority of the respondents are 'Males'.

Graph 2.1

Profile based on Gender.

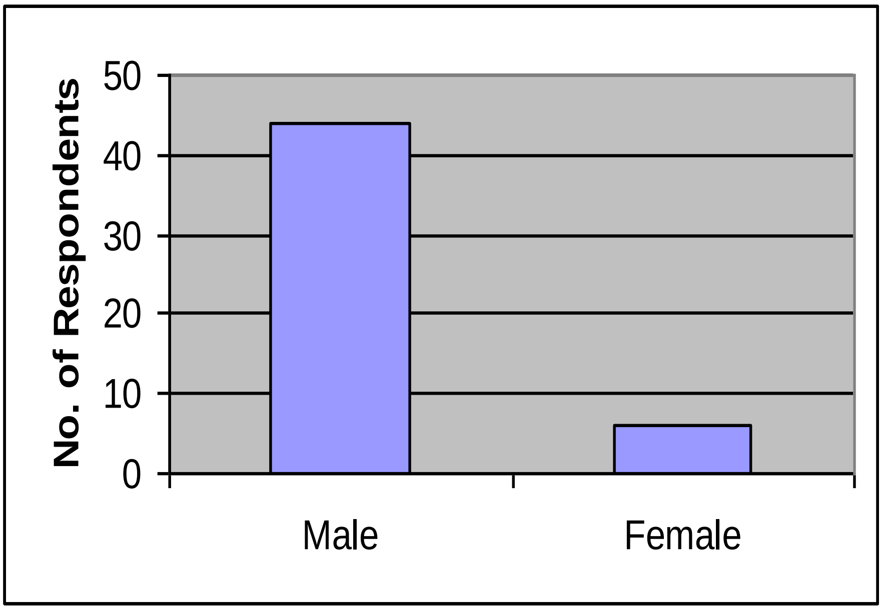


Table 2.2

Profile of Respondents Based on Age Group.

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
Less Than 20 YRS	5	10
20-25 YRS	38	76
25-30 YRS	4	8
30-35 YRS	2	4
More Than 35YRS	1	2
Total	**50**	**100**

Source: primary data

Inference:

- 76% of the respondents are of age group '20-25 years'.
- 10% of the respondents are of age group '< 20 years'.

- 8% of the respondents belong to the age group and '25-30 years'.
- 4% of the respondents to the age group '30-35 years'.
- 2% of the respondents to the age group of '35+ years'.

Interpretation:

The majority of the subscribers are of the age group 20-25 years. Pricing is competitive and cost effective which is more suitable for teenagers.

Graph 2.2

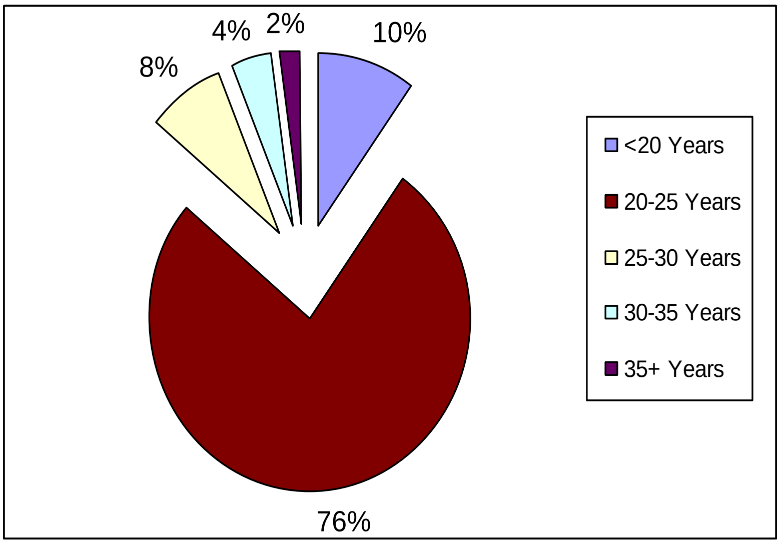


Table 2.3

Profile of Respondents Based on Occupation.

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Student	34	68
Salaried	13	26
Business	2	4
Others	1	2
Total	**50**	**100**

Source: primary data

Inference:

- 68% of the subscribers are "Students".
- 26% are "Salaried" Subscribers.
- 4% are from a "Business" background.

➢ 2% are from “Others”.

Interpretation:

Large numbers of subscribers are students. The tariffs are more economical to students, when compared to other service providers in the market.

Graph 2.3

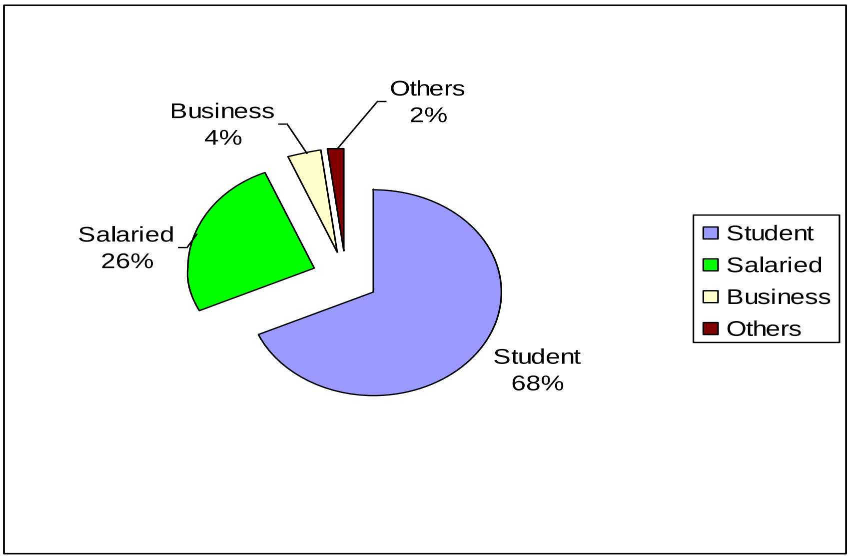


Table 2.4

Profile of Respondents Based on Brand Sequence.

BRAND	NO. OF RESPONDENTS	PERCENTAGE
Hutch	31	62
Airtel	14	28
Spice	0	0
Cell one	3	6
Reliance	2	4
Tata Indicom	0	0
Total	**50**	**100**

Source: primary data

Inference:

➢ 62% of the respondents recalled Hutch, first in brand sequencing.

➢ 28% of the respondents recalled Airtel, first in brand sequencing.

➢ 6% of the respondents recalled Cell One.

➢ 4% of the respondents recalled Reliance.

Interpretation:

Most of the subscriber recalls the brand they use, hence a majority of the subscribers prefer Hutch followed by Airtel, Cell One and Reliance.

Graph 2.4

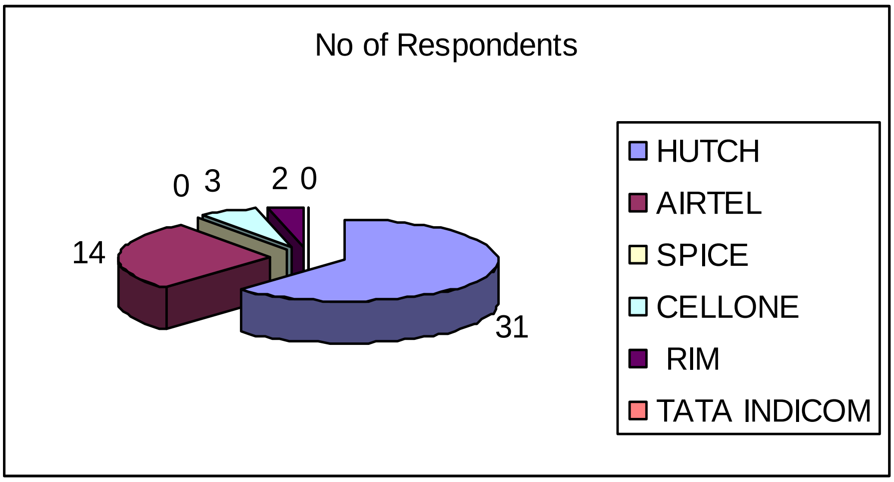


Table 2.5

Profile of Respondents Based on Brand Switching.

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	11	22
No	39	78
Total	**50**	**100**

Source: primary data

Inference:

- 78% of the respondents did not switch their brands.
- 22% of the respondents switched their brands.

Interpretation:

Most of the subscribers are loyal to their brand and therefore don't switch their brands but we also have a small percentage of subscribers who switch their brands.

Graph 2.5

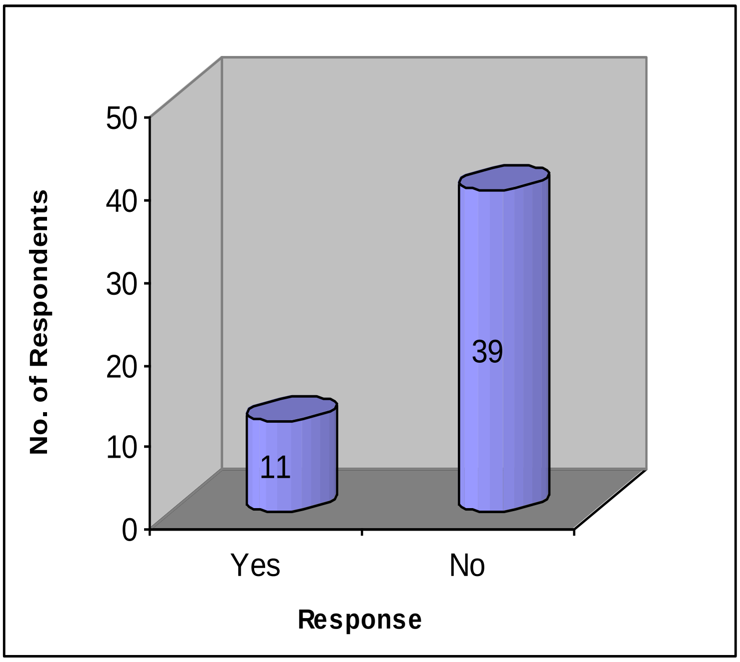


Table 2.6

Profile of Respondents Based on Brand Switching.

BRAND	NO. OF RESPONDENTS
Airtel – Hutch	7
Spice – Hutch	1
Reliance- Hutch	2
Indicom – Hutch	1
Total	**11**

Source: primary data

Inference:

11(22%) of the respondents switched brands, the above table depicts that 7 out of 11 respondents switched from Airtel to Hutch, 2 from in Reliance and 1 from Spice and Indicom.

Interpretation:

There is a cutthroat competition between HUTCH and AIRTEL. When compared, HUTCH has gained a lot by its price reduction strategy than AIRTEL

Graph 2.6

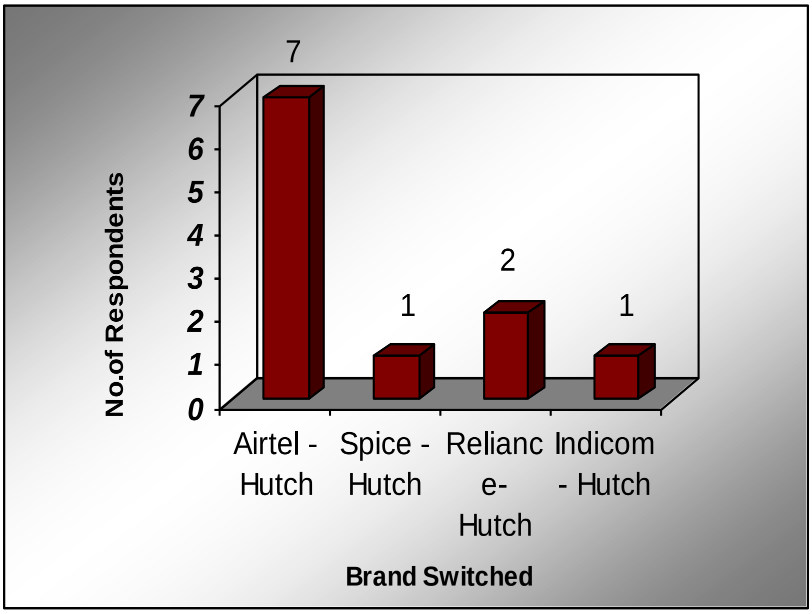


Table 2.7

TYPE OF SERVICE USING BY RESPONDENTS

INTENDED SERVICE	***NO. OF RESPONDENTS***
PREPAID	38
POSTPAID	12

Source: primary data

INFERENCE:

76% of the respondents are willing to use prepaid and 24% of them are willing to use postpaid services.

INTERPRETATION:

More number of respondents is using prepaid services than postpaid services.

Graph 2.7

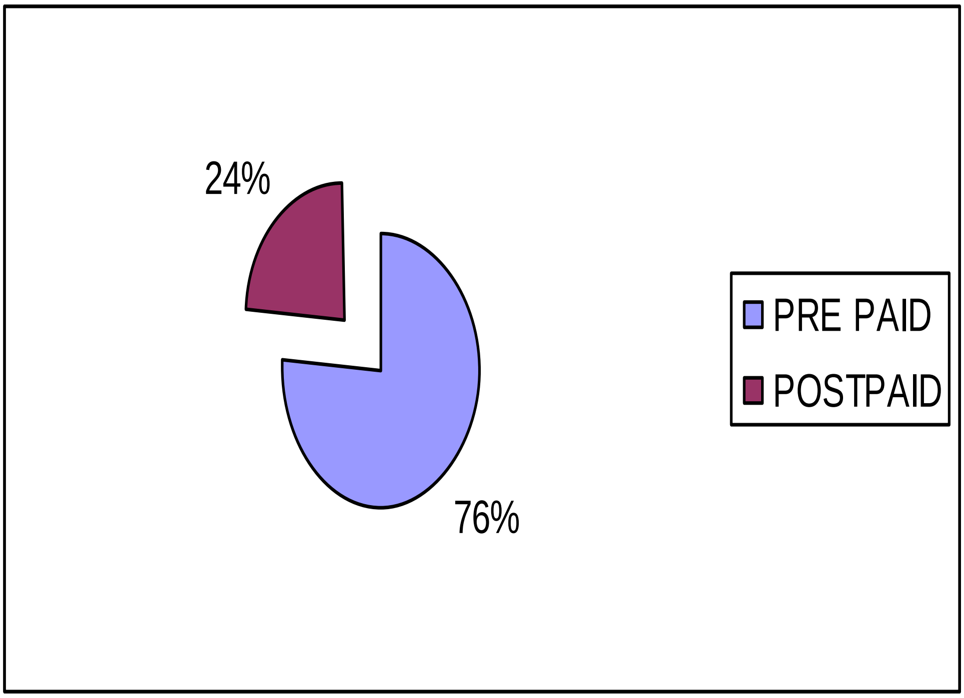


Table 2.8

Profile of Respondents Based on Value Added Services.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Hutch Alive	15	30
Hutch Online	27	54
Voice Response Services	5	10
Voice Messaging Services	4	8
Voice Mail Service	7	14
Roaming	31	62
No None Of the Above	2	4

SOURCE: PRIMARY DATA

Note: 1. some of the Respondents Have opted more than one Parameter.

2. Sample Size 50

Inference:

- 62% of the respondents use Roaming Facility.
- 4% of the respondents use none of these services.
- 30% of the respondents use Hutch Alive.
- 14% of the respondents use Voice Mail Service.
- 54% of the respondents use Hutch Online.
- 10% of the respondents use Voice Response Service.
- 8% of the respondents use Voice Messaging Service.

Interpretation:

Majority of the respondents are students these include students from out of state and hence Roaming facility is utilized more in Value Added Services.

Graph 2.8

Profile of Respondents Based on Value Added Services.

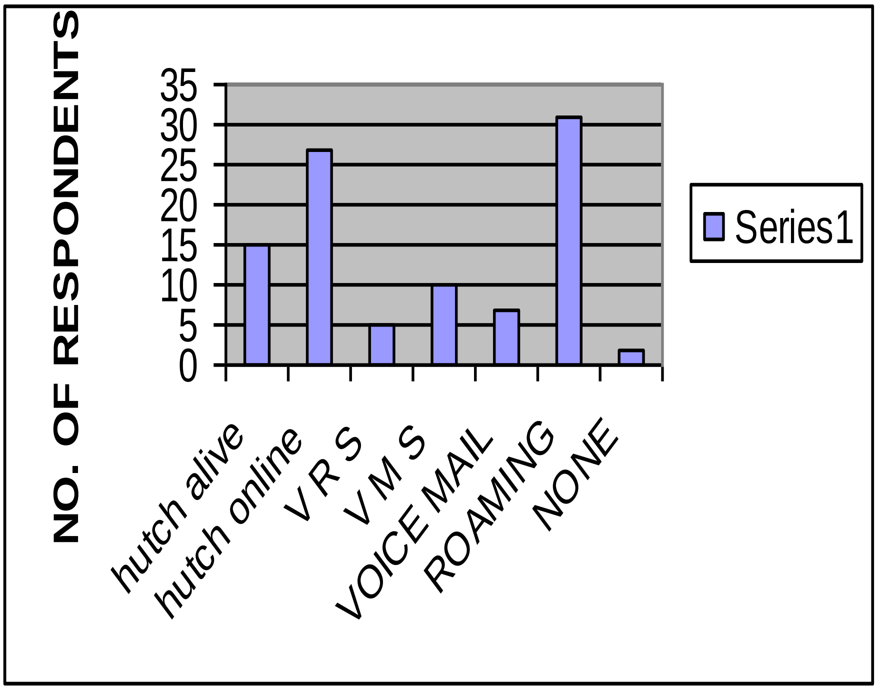


Table 2.9

Profile of Respondents Based on Grace Period.

GRACE PERIOD	NO. OF RESPONDENTS	PERCENTAGE
No Grace Time	30	60
0-5 Days	10	20
5-10 Days	3	6
10-20 Days	2	4
20-30 Days	0	0
30+ Days	0	0
Post Paid	5	10
Total	**50**	**100**

SOURCE: PRIMARY DATA

Inference:

- 60% of the respondents recharge before the date of validity.
- 20% of the respondents recharge 5 days before the date of validity.
- 10% of the respondents were holding post paid connections.
- 6% of the respondents recharge between 5-10 days
- 4% of the respondents recharge between 10-20 days.

Interpretation:

Most of the respondents are recharging in advance before the expiry and few of the respondents do it between 5 days to 20 days maximum. Nobody further that.

Graph 2.9

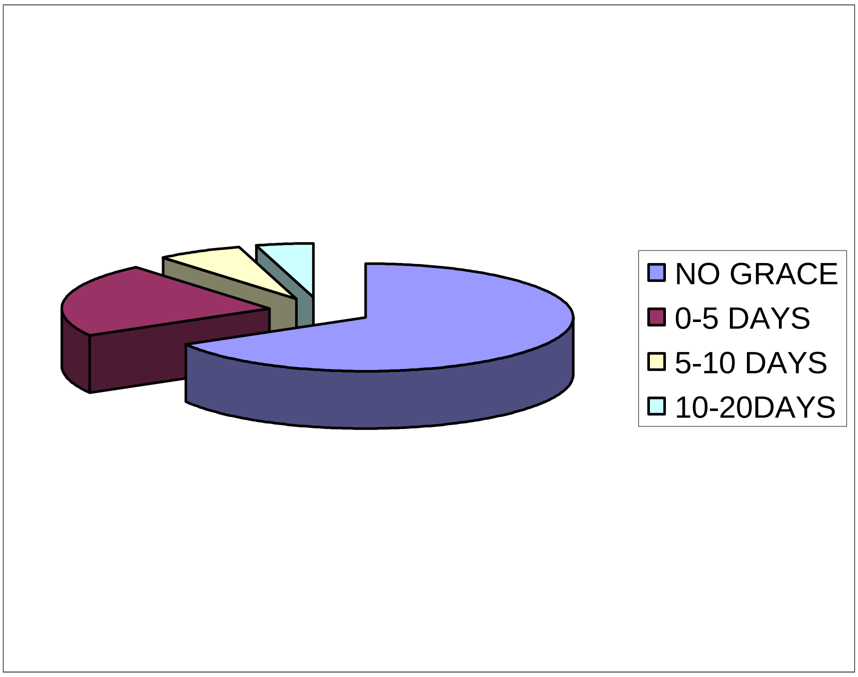


Table 2.10

Respondents profile Based on Peak Usage of The service.

TIME	NO. OF RESPONDENTS	PERCENTAGE
Before 9 AM	7	14
9-12 PM	8	16
12-3 PM	2	4
3-6 PM	2	4
6-9 PM	3	6
After 9PM	18	36
Full Day	19	38

Source: primary data

Note: 1. Some of the Respondents Have opted more than one Parameter.

2. Sample Size 50

Inference:

- 38% of the respondents used more during the entire day.
- 36% of the respondents used more After 9.
- 16% of the respondents used more during 9-12 PM.
- 14% of the respondents used more before 9 AM.
- 6% of the respondents used more during 6-9 PM.
- 4% of the respondents used more during 12-3 PM and 6-9 PM.

Interpretation:

Usage is also further segmented between various time slots varying on the nature of work of the respondents.

Graph 2.10

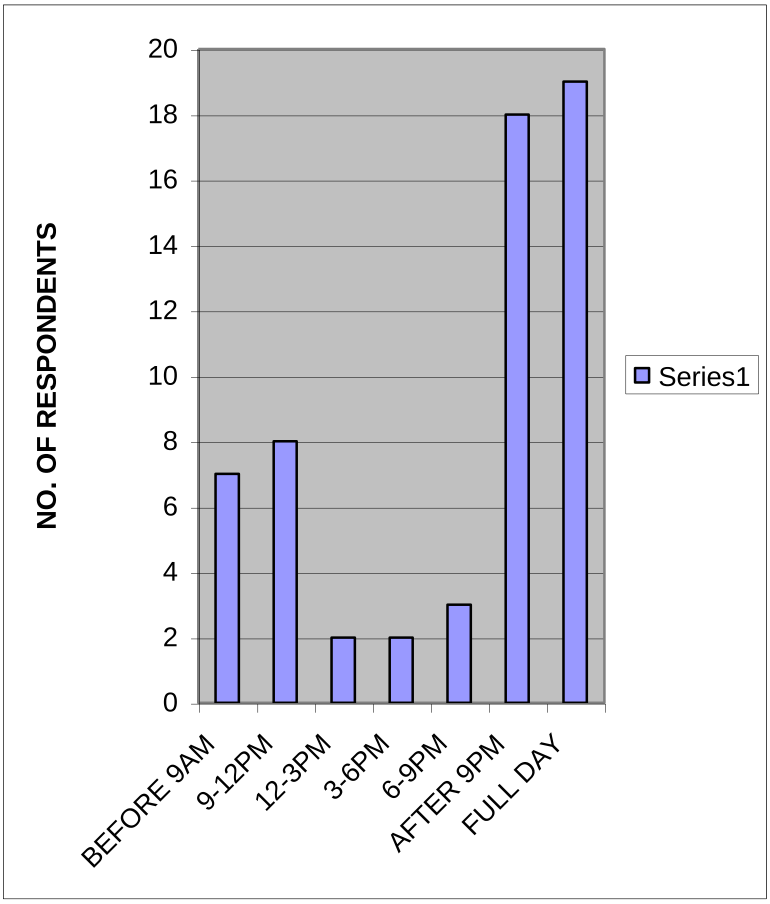


Table 2.11

Profile of Respondents Based on Monthly Expenditure.

EXPENDITURE (RS)	NO. OF RESPONDENTS	PERCENTAGE

Less Than 300	6	12
300-500	25	50
500-1000	11	22
1000-1500	8	16
More Than 1500	0	0
Total	**50**	**100**

Source: primary date

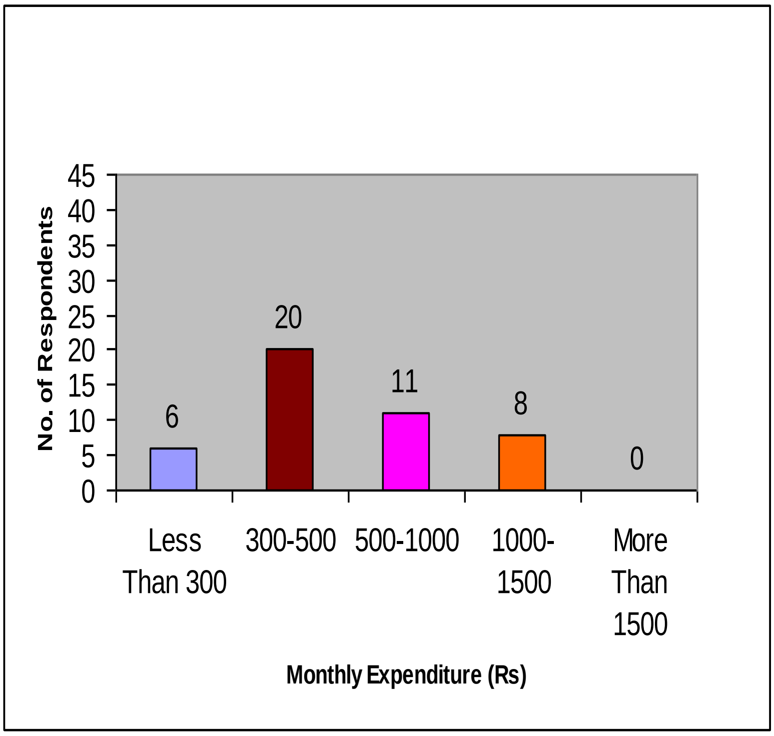
Inference:

- 50 % of the respondents spend an average of Rs 300-500 per month.
- 22% of the respondents spend an average of Rs 500-1000 per month.
- 16% of the respondents spend an average of Rs 1000-1500 per month.
- 12% of the respondents spend an average of less than Rs 300 per month.

Interpretation:

The average a subscriber would spend Rs 500 per month. Since the connections are of mostly students, they would not like to spend more instead satisfy the basic purpose of communication.

Graph 2.11



No. of Respondents
45
40
35
30
25
20
15
10
5
0
6
20
11
8
0
Less Than 300
300-500
500-1000
1000-1500
More Than 1500
Monthly Expenditure (Rs)

Table 2.12
Hutch mainly suits for

CATEGORY	FREQUENCY
YOUTH	22
EXECUTIVES	3
HOUSEWIFES	0
SENIOR EXECUTIVES	0
ALL AGES	25

Source: primary data

INFERENCE:

- 50% of all ages
- 44% of youth
- 6% of executives

INTERPRETATION:

Hutch mainly suits for youth, followed by all ages.

Graph 2.12

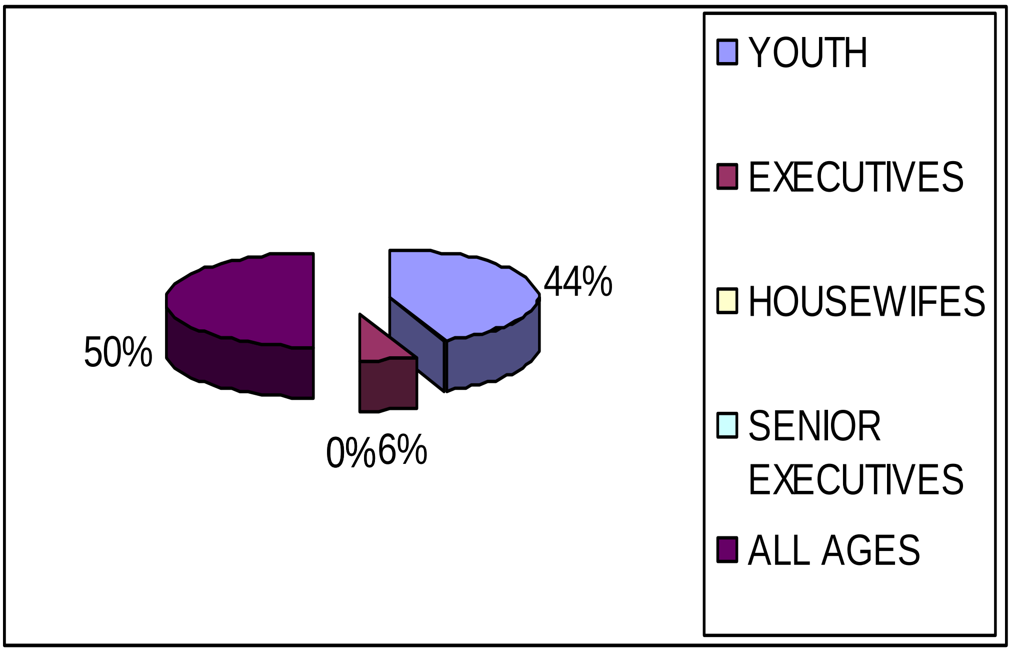


Table 2.13

Profile of Respondents Based on Various Selection Parameters.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Promotion	25	50
Friend and family	31	62
Attractive Service Plan	12	24
Special Discount	4	8
Good Service Quality	11	22
Location Of Service Stations	1	2

Source: primary data

Note: 1. some of the Respondents Have opted more than one Parameter.

2. Sample Size 50

Inference:

- 62% of the respondents are influenced by their family and friends.
- 50% of the respondents are influenced by the promotion of the company.
- 24% of the respondents are influenced by the Service Plans.
- 22% of the respondents are influenced by the Service Quality.
- 8% of the respondents are influenced by the Special Discounts.
- 2% of the respondents are influenced by the Location of Service Stations.

Interpretation:

The respondents are highly influenced by their social circle i.e. friends, family…etc followed by the promotion done by the company and later the service parameters.

Graph 2.13

Profile of Respondents Based on Various Selection Parameters.

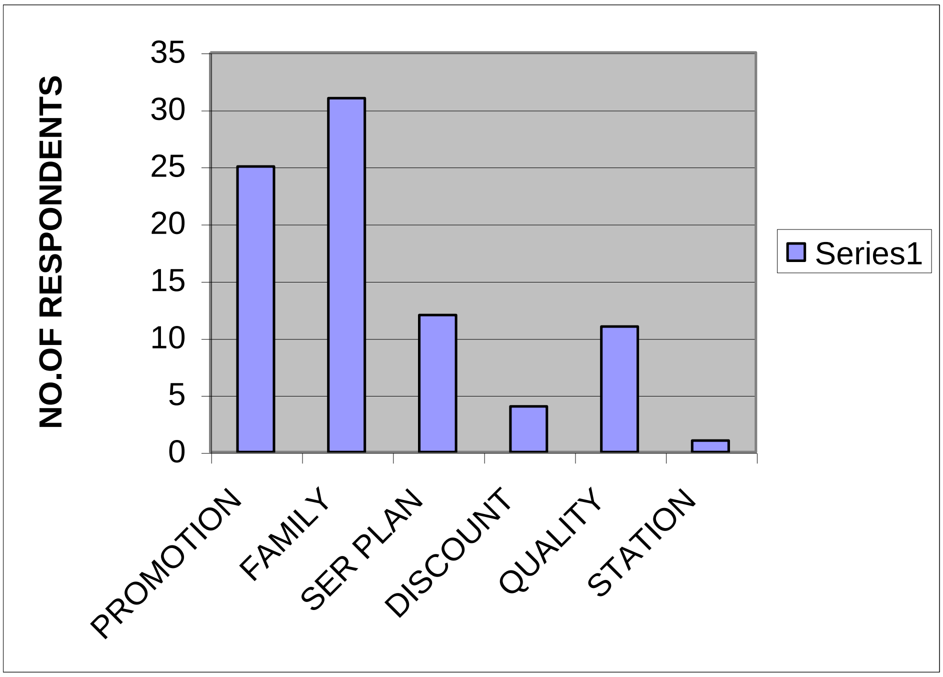


Table 2.14

Profile of Respondents Based on Tariffs.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	12	24
Good	27	54
Fair	8	16
Poor	3	6
Very Poor	0	0
Total	**50**	**100**

SOURCE: PRIMARY DATA

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	NO. OF RESPONDENTS
Excellent	12*5=60
Good	27*4=108
Fair	8*3=24
Poor	3*2=6
Very Poor	0*1=0
Total	**198**

=Sum of [frequency X Weight] / sample size
= 198 / 50
= 3.96

Inference:

- 54% of the respondents rate 'Good'.
- 24% of the respondents rate 'Excellent'.
- 16% of the respondents rate 'Fair'.
- 6% of the respondents rate Poor'.
- On average it is 3.96 which are good.

Interpretation:

The pricing strategies of HUTCH were far more effective compared to the competitors as it offered low tariffs. Hence more than 50% of the respondents rate the service as Good.

Graph 2.14

Rating Based on Tariffs

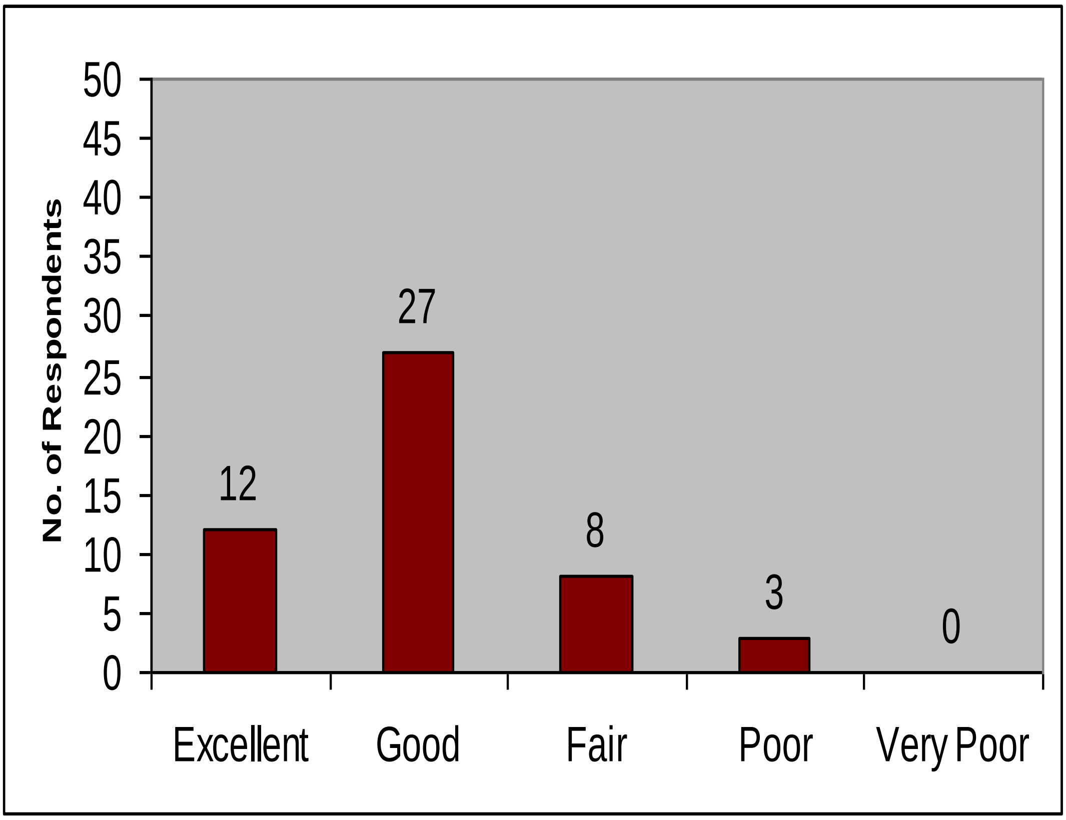


Table 2.15

Profile of Respondents Based on Network.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent (5)	5	10
Good (4)	16	32
Fair (3)	14	28
Poor (2)	8	16
Very Poor (1)	7	14
Total	**50**	**100**

Source: primary data

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	NO. OF RESPONDENTS
Excellent	5*5=25
Good	16*4=64
Fair	14*3=42
Poor	8*2=16
Very Poor	7*1=7
Total	**154**

= Sum of [frequency X Weight] / sample size
= 154 / 50
= 3.08

Inference:

- 32% of the respondents rate ‘Good’.
- 28% of the respondents rate ‘Fair’.
- 16% of the respondents rate ‘Poor’.
- 14% of the respondents rate ‘Very Poor’.
- 10% of the respondents rate ‘Excellent’.
- On an average it is 3.08, which is fair.

Interpretation:

The network coverage of HUTCH is not all that competitive compared to AIRTEL. Hence there is only a 4% difference between the respondents who have rated ‘Good’ and ‘Fair’.

Graph 2.15

Rating based on Network.

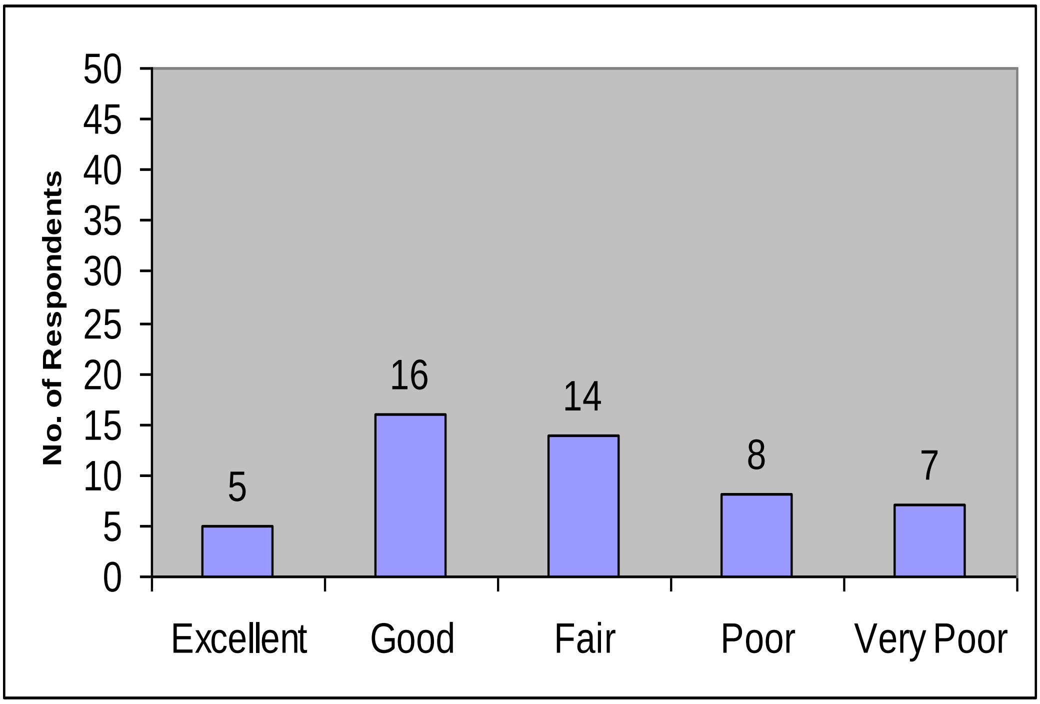


Table 2.16

Profile of Respondents Based on Customer Care.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	7	14
Good	18	36
Fair	17	34
Poor	1	2
Very Poor	7	14
Total	**50**	**100**

SOURCE: PRIMARY DATA

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	NO. OF RESPONDENTS
Excellent	7*5=35
Good	18*4=72
Fair	17*3=51
Poor	1*2=2
Very Poor	7*1=7
Total	**167**

= Sum of [frequency X Weight] / sample size
= 167 / 50
= 3.34

Inference:

- 36% of the respondents rate ‘Good’.
- 34% of the respondents rate ‘Fair’.
- 14% of the respondents rate ‘Excellent’.

- 14% of the respondents rate ‘Very Poor’.
- 2% of the respondents rate ‘Poor’.
- On an average it is 3.34, which is in between fair and good.

Interpretation:

Customer care service is not satisfactory. Most of the respondents complain that they are not able to get through the connections as they are busy and no timely action is taken for the grievances.

Graph 2.16

Rating based on Customer Care.

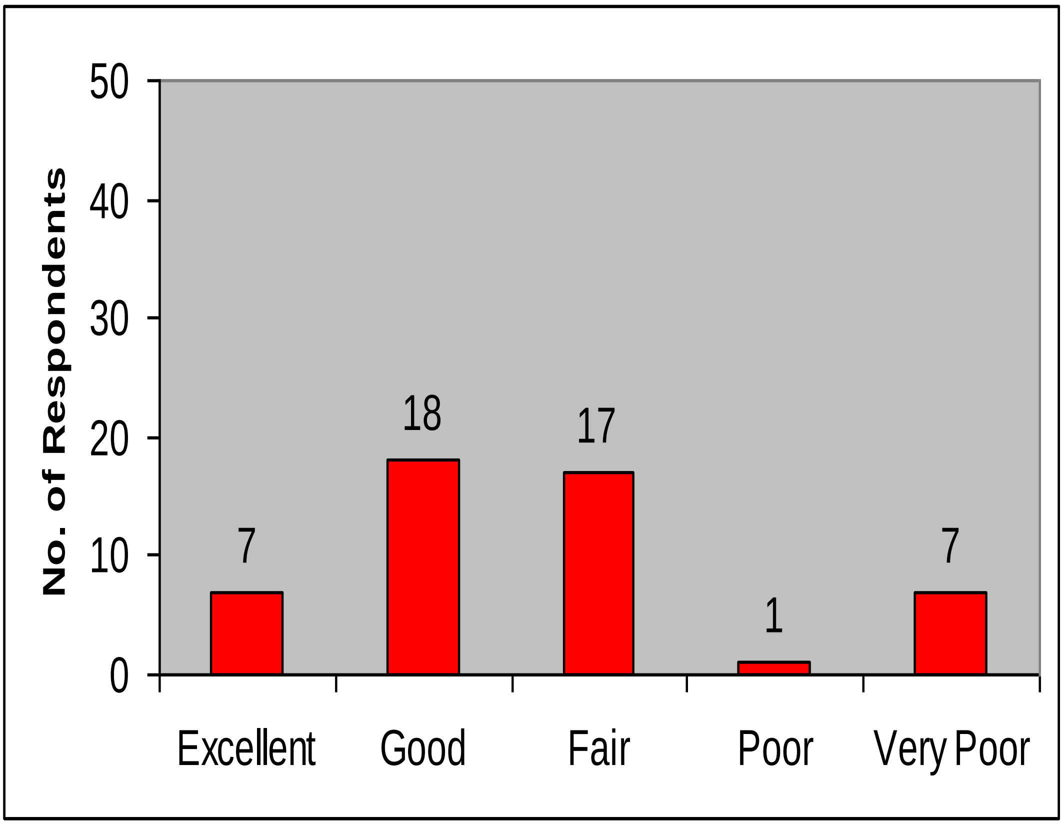


Table 2.17

Profile of Respondents Based on Value Added Services.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	9	18
Good	22	44

Fair	18	36
Poor	1	2
Very Poor	0	0
Total	**50**	**100**

SOURCE: PRIMARY DATA

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	**Weight**
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	**NO. OF RESPONDENTS**
Excellent	9*5=45
Good	22*4=88
Fair	18*3=54
Poor	1*2=2
Very Poor	0*1=0
Total	**189**

= Sum of [frequency X Weight] / sample size
= 189 / 50
= 3.7

Inference:

- 44% of the respondents rate ‘Good’.
- 36% of the respondents rate ‘Fair’.
- 18% of the respondents rate ‘Excellent’.
- 2% of the respondents rate ‘Poor’.
- On an average it is 3.78, which are in between fair and good.

Interpretation:

Value Added Services of HUTCH is the Good, as it was the first provider to provide such services and to inject the concept of providing services other than basic communication.

Graph 2.17

Rating based on Value Added Services

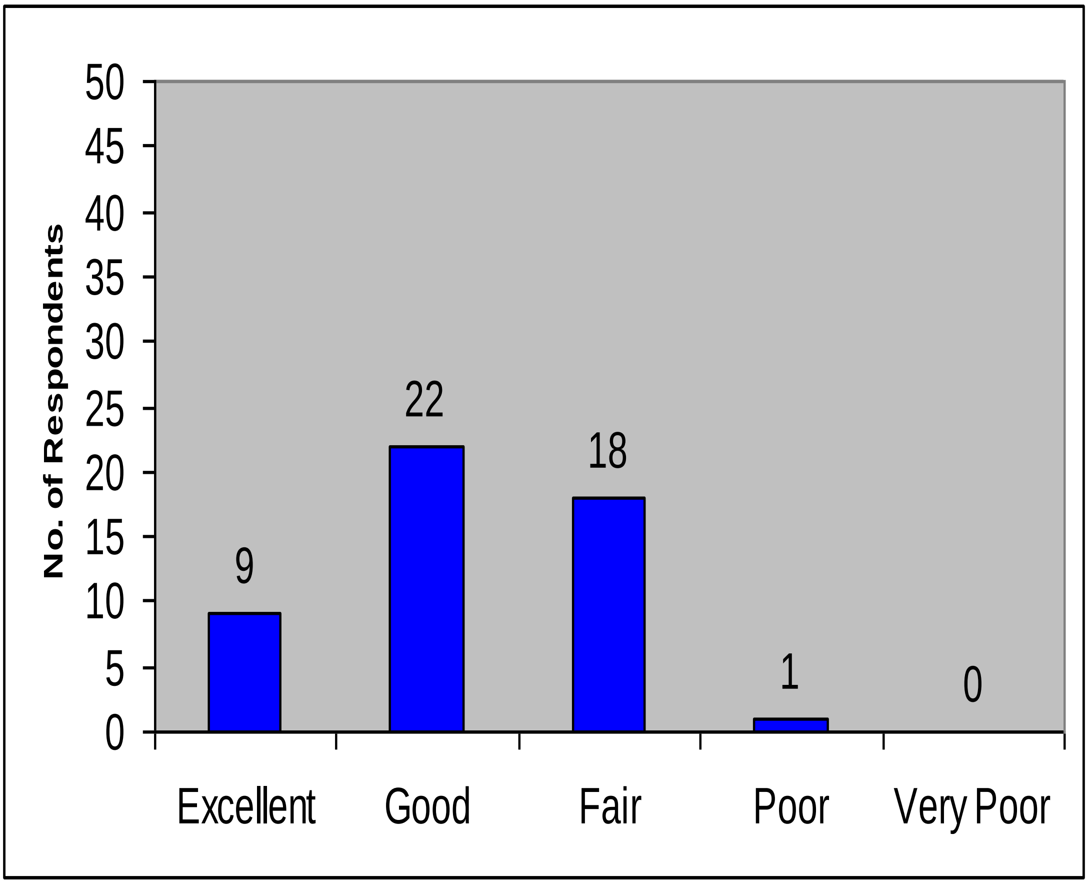


Table 2.18

Profile of Respondents Based on Availability of Sim Cards and

Recharge Cards.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	18	36
Good	25	50
Fair	6	12
Poor	0	0
Very Poor	1	2
Total	**50**	**100**

SOURCE: PRIMARY DATA

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	NO. OF RESPONDENTS
Excellent	18*5=90
Good	25*4=100
Fair	6*3=18
Poor	0*2=0
Very Poor	1*1=1
Total	**209**

= Sum of [frequency X Weight] / sample size
= 209 / 50
=4.18

Inference:

- 50% of the respondents rate 'Good'.
- 36% of the respondents rate 'Excellent'.
- 12% of the respondents rate 'Fair'.
- 2% of the respondents rate 'Very Poor'.
- On an average it is 4.18, which is good.

Interpretation:

Availability of Sim cards and Recharge cards is good, followed by Excellent and a marginal percentage of fair and poor. HUTCH has a good distribution channel system, which plays a very important role in order to penetrate the market and know the pulse of the subscribers.

Graph 2.18

Rating based on Availability of Sim and Recharge cards.

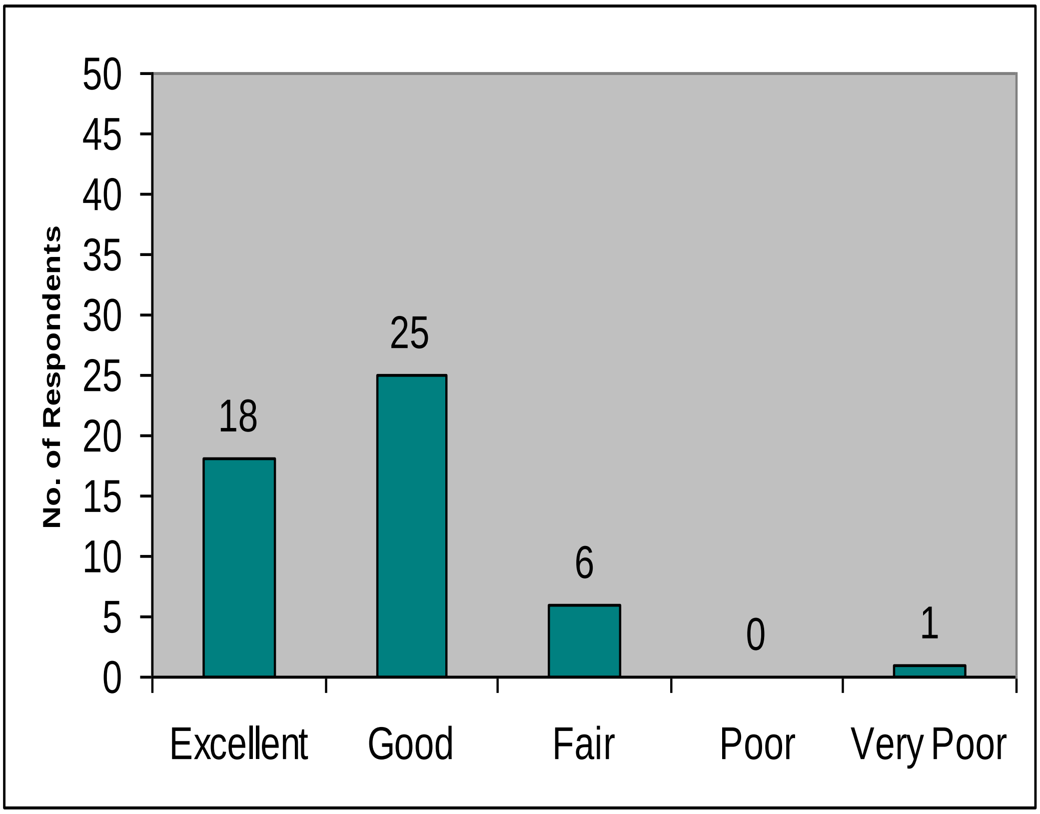


Table 2.19

Profile of Respondents Based on Roaming Facility.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	19	38
Good	16	32
Fair	13	26
Poor	1	2
Very Poor	1	2
Total	**50**	**100**

Source: primary data

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	NO. OF RESPONDENTS
Excellent	19*5=95
Good	16*4=64
Fair	13*3=39
Poor	1*2=2
Very Poor	1*1=1
Total	**201**

= Sum of [frequency X Weight] / sample size
= 201/50
= 4.01

<u>Inference:</u>

- 38% of the respondents rate ‘Excellent’.

- 32% of the respondents rate ‘Good’.
- 26% of the respondents rate ‘Fair’.
- 2% of the respondents rate ‘Poor’.
- 2% of the respondents rate ‘Very Poor’.
- On an average it is 4.01, which is good.

Interpretation:

The Roaming Service is good; as they are Prepaid Connections there is no necessity to pay any deposit for availing the roaming service.

Graph 2.19

Rating Based on Roaming Facility

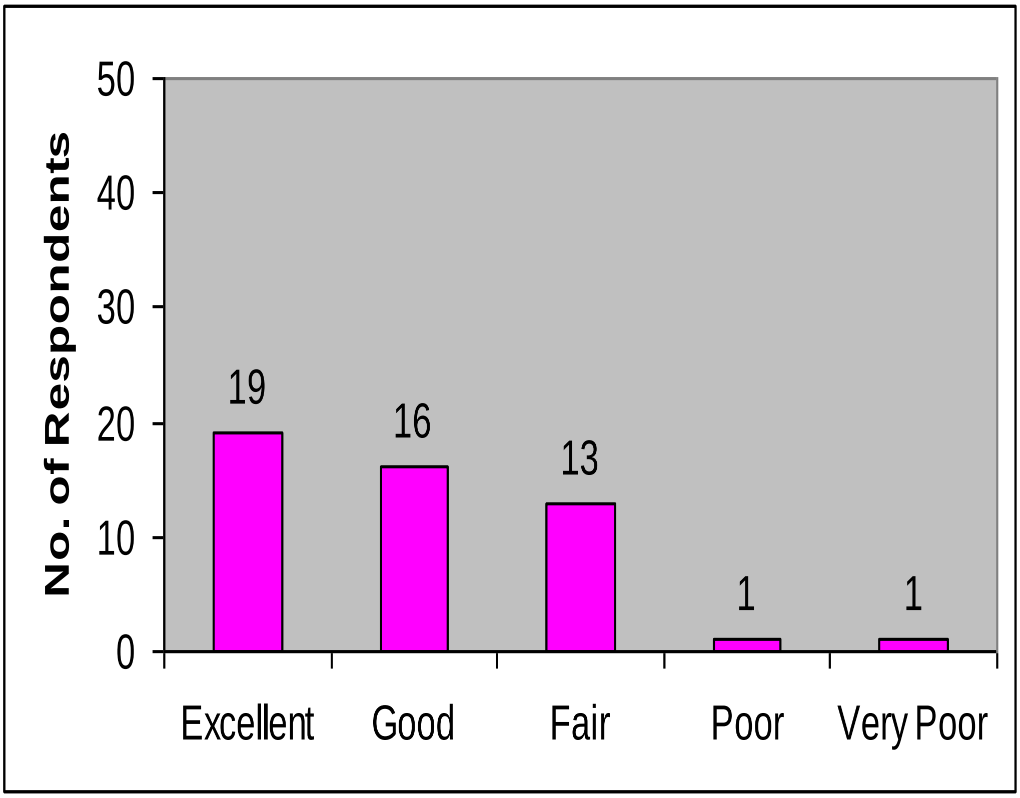


Table 2.20

Profile of Respondents Based on Overall Rating.

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	4	8
Good	29	58
Fair	15	30
Poor	2	4
Very Poor	0	0
Total	**50**	**100**

Source: primary data

The weights are assigned to the parameters in order to calculate the overall average rating of all the respondents as follows:

PARAMETERS	Weight
Excellent	5
Good	4
Fair	3
Poor	2
Very Poor	1

PARAMETERS	NO. OF RESPONDENTS
Excellent	4*5=20
Good	29*4=116
Fair	15*3=45
Poor	2*2=4
Very Poor	0*1=0
Total	**185**

= Sum of [frequency X Weight] / sample size
= 185 / 50
= 3.7

Inference:

- 58% of the respondents rate ‘Good’.
- 30% of the respondents rate ‘Fair’.

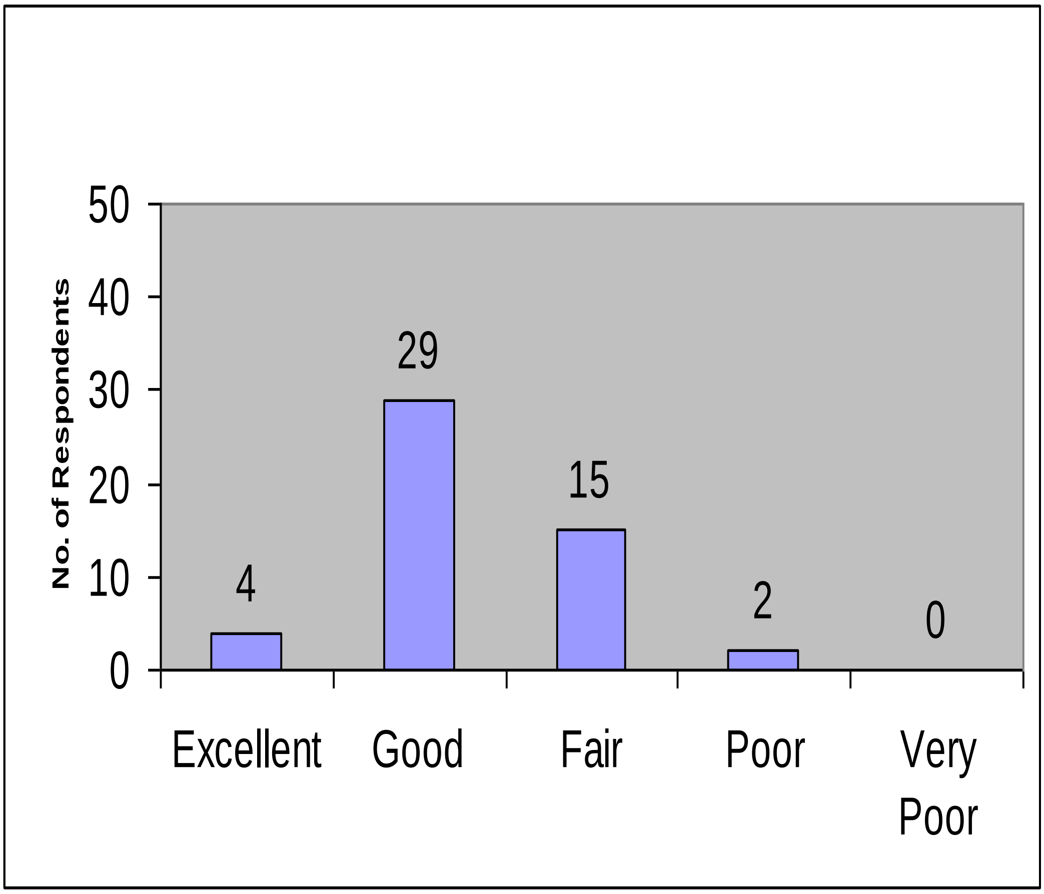
- 8% of the respondents rate ‘Excellent’.
- 4% of the respondents rate ‘Poor’.
- On an average it is 3.7, which are in between fair and good.

Interpretation:

Factors like Tariffs, Network, Customer, Roaming Service etc the Overall Rating of HUTCH is good.

Graph 2.20

Overall Rating



SWOT ANALYSIS

Strengths

- Fastest growing mobile market in the world
- Consumers are ready to pay for cutting-edge services
- Providing Value Added Services
- Unified license regime

Weaknesses

- Market strongly regulated by Government body – Governing Telecom sectors
- Too many authorities ruling the sector
- Lack of consistency in the service
- Competition from technologies like CDMA
- Lack of customer loyalty as Prepaid connections are more

Opportunities

- To offer value added services on GSM, CDMA
- Language independent services
- Potential for Mobile Marketing
- Potential for M-Commerce
- Unified messaging platforms
- Huge potential for untapped female market

Threats

- Low cost service providers- no possibility of breaking even in short term

- Cutting-Edge Technologies
- Entrant of new Competitors
- Political instability in policies
- Regulatory interference

RESEARCH FINDINGS

- Generally most of the subscribers are students and teenagers.
- Majority of the subscribers recalled the brand they used.
- Brand switching was not on a large scale.

- The tariffs plans, promotion of the company and influence of the social circle had a huge impact over the subscribers. Most of them opted for HUTCH because it was cost effective.
- The extensive promotion of HUTCH has a huge impact over the subscribers. The excellent ad feature by "**O & M**" where a boy is followed by his dog created a sort of nostalgia among the subscribers. In fact the ad feature also won award of "Creative Advertiser of the year 2004".
- Roaming service on prepaid cards was highly utilized.
- Majority of the subscribers recharge well in advance the validity.
- The service was utilized more during the day.
- On an average respondents spend around Rs 300-500 per month.
- Most of them prefer HUTCH when compared to its competitors is the tariff aspects. They feel that the tariff HUTCH is providing is really economical.
- The network coverage of hutch is not effective, as it provides the service on 900 MHz, 1800 MHz, GPRS and EDGE.

Various Parameters

- Tariffs
    - 24% of the subscribers were extremely satisfied with the tariffs.

- 54% of the subscribers were satisfied with the tariffs.
- 16% of the subscribers were not fully satisfied with the tariffs.
- 6% of the subscribers were dissatisfied with the tariffs.

➢ Network

- 32% of the subscribers were satisfied with the network coverage.
- 28% of the subscribers were fairly satisfied with the network coverage.
- 16% of the subscribers were not satisfied with the network coverage.
- 14% of the subscribers were dissatisfied with the network coverage.
- 10% of the subscribers were extremely satisfied with the network coverage.

➢ Customer Care

- 36% of the subscribers were satisfied with the customer care service.
- 34% of the subscribers were fairly satisfied with the customer care service.

- 14% of the subscribers were extremely satisfied with customer care service.
- 14% of the subscribers were not satisfied with the customer care service.
- 2% of the subscribers were extremely dissatisfied with the customer care service.

➢ Value Added Service

- 44% of the subscribers were satisfied with the value added services.
- 36% of the subscribers were fairly satisfied with the value added services.
- 18% of the subscribers were extremely satisfied with the value added services.
- 2% of the subscribers were not satisfied with the value added services.

➢ Availability of sims and recharge cards

- 50% of the subscribers were satisfied with the distribution services.
- 36% of the subscribers were extremely satisfied with the distribution services.
- 12% of the subscribers were fairly satisfied with the distribution services.
- 2% of the subscribers were extremely dissatisfied with the distribution services.

➢ Roaming services

- 38% of the subscribers were extremely satisfied with the roaming services.
- 32% of the subscribers were satisfied with the roaming services.
- 26% of the subscribers were fairly satisfied with the roaming services.
- 2% of the subscribers were extremely dissatisfied with the roaming services.

SUGGESTIONS

SUGGESTIONS TO HUTCH TO IMPROVE ITS SERVICE

HUTCH is providing a very good service to its customers and it is one of the best service providers for telecommunication, it has to make use of its resources optimally. In addition to implementing the suggestions given by various customers HUTCH should follow the following steps to maximize profits, by means of customer satisfaction in a cost effective manner.

- Respondents suggest that the over all service is not satisfactory and not meeting the customer expectations or the satisfaction level.
- Network has been a key factor for customer dissatisfaction, majority of the respondents suggested to increase the number of network towers, widen the coverage area and reduce network congestion.
- The tariffs have to be consistent for quite some time in order to avoid the confusion among the subscribers.
- More accessible contact numbers for Customer care (increase number of lines) and promote them in order to make the user aware of the facility.
- Provide subsidized rates for calling or messaging to one or few number of our choice.
- Providing free messaging.

- Have Good plan, schemes, and packages in order to provide the customer with a wide choice.
- Keep the subscriber well informed about any deductions or any change in the plan and provide value for what the customer is paying for.
- Customer grievances should be dealt more seriously and action has to be taken.

CONCLUSION

Going mobile is the craze today!!

Now buying mobile is not a rich man's possession any more. The mobile industry is on whopping high. With various technologies creeping in every day you always are on a back seat to keep your self updated. With a major chunk of the users being teenagers it makes the situation more dynamic and helps to create a niche market in itself.

Looking at the industry trends in mobile segment, the growth is tremendous. Various cellular providers try to be innovative in providing value added services to the subscribers. If the demand is rising in same pace then it is for sure that the subscriber base of the mobile users will definitely exceed the limit of the land line subscribers.

This report helps in knowing the consumer behavior of the hutch subscribers and what perception customers have about the brand 'HUTCH'. With this report the company can capture its loop holes or weaknesses and convert them in to their strengths and opportunities.

From the above study we come to a conclusion that in case of parameters of selection, customer or the subscriber will first look at the network coverage, tariffs and then other parameters. The Subscriber also expects the company to give in detail information of the service they are availing.

An effective sales person has to be employed in order to influence the buyer decision. The company should have exciting offers with the service they provide. The basic necessity of a mobile for the subscribers is not well defined.

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ANNEXURE

QUESTIONNAIRE- I

A Study of the Potential SUBSCRIBERS perception towards Hutch

PERSONAL INFORMATION

1. Name____

2. Address:____

____

3. Mobile: Yes (   )   No ( )

if yes ,Service Provider Name ______________________________

Mobile no.____

(If YES go to Q. No. 4; If NO go to Q. No. 5)

4. Have you ever changed the mobile service provider?

Yes ( )   No ( )

If yes then the reason ____

5. Gender: Male ( )   Female ( )

6. Age Group

a) < 20 years ( )   b) 20-25 years ( )   c) 25-30 years ( )

d) 30-35 years ( )   e) 35+ years ( )

7. Occupation

Student ( )   Salaried ( )

Business ( )

Others ____________________

AWARENESS & USAGE

8. What brand comes to your mind when you hear "Mobile Service" sector?

Cellone	( )	Hutch	( )	RIM	( )
Tata Indicom	( )	Airtel	( )	Spice	( )

Any other(s)

____

9. Rank the mobile service providers in terms of their overall performance

Cellone	( )	Hutch	( )	RIM	( )
Tata Indicom	( )	Airtel	( )	Spice	( )

(Denote 1 for Highest and 6 for lowest rank)

10. What type of service do you intend use?

Pre-paid ( ) Postpaid ( )

11. Are you aware of the schemes /plans of Hutch?

Yes ( ) Not very clear ( ) Not at all ( )

(If yes go to Q. No. 12; otherwise END)

12 .Which mobile service you would prefer to go in for

Cellone	( )	Hutch	( )	RIM	( )
Tata Indicom	( )	Airtel	( )	Spice	( )

Any other(s)____

Why____

(If Hutch go to Q.No. 13 otherwise go to Q. No 15)

13. What is that aspect or parameter that made you choose HUTCH?
(Choose only one)

Value Added Services (   )   Network (   )   Tariff Plans (   )

Customer care (   )   others (   )

14. Why do you choose HUTCH (You can choose more than one?

Promotion ( ) Special discount ( )
Friend/Family's influence ( ) Good service quality ( )
Attractive service plan ( ) Locations of services station ( )
Other please specify:________________________________

15. Would you recommend your HUTCH service to a friend?
Yes( )   No ( )
If *'NO'*
why?____

16. How do you rate HUTCH in terms of overall performance?

Excellent ( ) Good ( ) Fair ( ) Poor ( ) Very poor (

17. Any further suggestion for improvement to your service provider?
____
____
____
____

Customer Signature

QUESTIONNAIRE-II

Consumer Behavior of Service Providers

EXISTING HUTCH SUBSCRIBERS

PERSONAL INFORMATION

1. Name____

2. Address:________________________ 3. Mobile: ____________________
____
____

4. Gender:
Male ( ) Female ( )

5. Age Group
b) < 20 years ( ) b) 20-25 years ( ) c) 25-30 years ( )
e) 30-35 years ( ) e) 35+ years ( )

6. Occupation
Student ( ) Salaried ( )
Business ( )
Others ____________________

AWARENESS & USAGE

7. Name the mobile service providers you are aware of other than HUTCH

Cellone ( ) Hutch ( ) RIM ( )
Tata Indicom ( ) Airtel ( ) Spice ( )

8. Have you ever switched brands ? Yes ( ) or No ( )
If *'Yes'* from which to which brand
____
Why ? ____

9. What type of service do you use?
Pre-paid ( ) Postpaid ( )

10. Do you use any of the Value Added Services?

Hutch Alive ( ) Hutch Online ( ) Voice Response Services ( )

Voice Messaging Services ( ) Voice Mail Service ( )

Roaming on Hutch Prepaid ( )

11. What is the grace time utilized by you?

No grace time ( ) 0-5 days ( ) 5-10 days ( )
10-20 days ( ) 20-30 days ( ) 30 days + ( )

12. What are the peak hours of your usage?

Before 9.AM ( )9.AM-12.PM ( )12.PM-3.PM ( )

3.PM-6.PM ( )6.PM-9.PM ( ) After 9.PM ( ) Full day ( )

13. How much is your monthly expenditure on mobile phones?

< Rs. 300 (Very Low) ( ) Rs. 300-500 (Low) ( )
Rs. 500-1000 (Medium) ( ) Rs. 1000-1500 (High) ( )
> Rs. 1500 (Very High) ( )

14. What is your Recharge Denomination?

Rs 54 ( ) Rs108 ( ) Rs216 ( ) Rs324 ( ) Rs540 ( )
Rs1080 ( ) Rs 2160 ( )

15. Why do you choose your current mobile service provider HUTCH (You can choose more than one.)

Promotion ( ) Special discount ( )
Friend/Family's influence ( ) Good service quality ( )
Attractive service plan ( ) Locations of services station ( )
Other please specify:____________________________________

USER SATISFACTION

16. To what extend are you satisfied with HUTCH?

Particulars	Excellent	Good	Fair	Poor	Very Poor
Tariff					
Network					
Customer Care					
Value Added Services					
Availability of SIM and Recharge cards					
Roaming Services					

17. Taking the above factors into consideration how do you rate HUTCH ?

Excellent ( ) Good ( ) Fair ( ) Poor ( ) Very poor ( )

18. Would you recommend HUTCH to a friend? Yes ( ) No ( )
If *'NO'* why?____

19. Any further suggestion for improvement to HUTCH?
____
____
____
____

Customer Signature