PROJECT REPORT

"*THE SHIFT OF PHONEWORLD MAGAZINE FROM B2B TO B2C OPERATIONS"*

CERTIFICATE

This is to certify that MBA project titled "**THE SHIFT OF PHONEWORLD MAGAZINE FROM B2B TO B2C OPERATIONS**" prepared by Misbah Zafar (01-221122-030), Ambreen Najeeb (01-221122-071) and Anum Salahudin(01-221122-005) has been approved for submission.

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FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

Date __/__/____

Topic of Research: The shift of PhoneWorld Magazine from B2B to B2C Operations.

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This project is done as a Final project of MBA Bahria university Islamabad with the title" "**THE SHIFT OF PHONEWORLD MAGAZINE FROM B2B TO B2C OPERATIONS**" We are really thankful to our course instructor Mr. ZAFARULLAH, Professor, Department of management sciences for his invaluable guidance and assistance, without which the accomplishment of the task would have never been possible. We also thank him for giving this opportunity to explore into the real world and realize the market of Pakistan for magazine. We are thankful to the CEO of PHONE WORLD Mr. Khalid Khan for providing us this opportunity and guiding us to complete this task.

In our present project we have chosen the topic- "**THE SHIFT OF PHONEWORLD MAGAZINE FROM B2B TO B2C OPERATIONS**" and have analysed the market to figure out opportunity to make more profits by changing its strategy.

DEDICATION

This project is dedicated to our Management Science department of Bahria University. Also to the Phone world magazine company who could take a lot advantage by implementing the strategy suggested by us in the project. We would like to thank our supervisor and university as well as all people who helped us in doing this task.

ABSTRACT

Marketing plays a key role in any organization's operations. It aids in making the process smooth for higher revenue and success. An organization operating without a marketing department is like a car running on three tires, with the fourth one missing. This project signifies upon the need for change, and with which the management and employees should work for to accept the changes required for the company to excel. It also lays emphasis upon the need for the organization to seem as a compact unit in order to function efficiently, smoothly and effectively.

CHAPTER ONE 3
"INTRODUCTION" 3
Chapter 1 4
Introduction 4
1.1 Introduction 4
1.2 Background information about the organization ..... **Error! Bookmark not defined.**
1.3 Organization of the study 6
CHAPTER TWO 8
"BACKGROUND STUDY" 8
Chapter 2 9
BACKGROUND STUDY 9
2.1 Definition of Marketing 9
2.2 Buying Behaviour 9
2.3 Business-to-Consumer Buying Behaviour 10
2.4 Business-to-Business Buying Behaviour (B2B) 10
2.5 Industry Analysis 11
2.6 Marketing Strategy 12
2.7 Importance of Marketing 14
CHAPTER THREE 16
"PROBLEM DEFINITION AND REQUIREMENT ANALYSIS" 16
Chapter 3 17
PROBLEM DEFINITION AND REQUIREMENT ANALYSIS 17
3.1 Problem Area 17
3.2 Nature of Study 18
3.3 Requirement Analysis 18
CHAPTER FOUR 20
FINDINGS AND OBSERVATIONS 20
CHAPTER 4 21
Findings, Observations and Analysis 21
4.1 Sample Size 21
4.2 Sample Selection 21
4.3 Method of survey undertaken 21

4.4 Interviews selected 21
4.5 Analysis of the Interviews undertaken 24
CHAPTER FIVE 26
DESIGN 26
CHAPTER 5 27
Design 27
5.1 The need of a functional Marketing Department 27
5.2 Factors which make upa good Marketing strategy 27
5.3 Improvement required in the existing norms 30
5.4 The need for a Research and Development Department 30
5.5 The need to retain employees 31
5.6 Leadership 31
CHAPTER SIX 33
CONCLUSION AND RECOMMENDATIONS 33
CHAPTER 6 34
Conclusion and Recommendations 34
6.1 Conclusion 34
6.2 Measurement of Effectiveness 35
6.3 Representation of Quantitative Data 35
6.4 Recommendations 36
BIBLIOGRAPHY ..... **Error! Bookmark not defined.**
References: ..... **Error! Bookmark not defined.**