

**"BRANDING STRATEGIES OF SELECTED CELLULAR COMPANIES
IN PAKISTAN"**

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ABSTRACT

This research presents the information about branding strategies of Mobilink, Ufone, Telenor and Warid (cellular Companies of Pakistan); it will tell you about the marketing strategies of these companies. How the Branding is used in these companies and who is at top, what are the aspects that giving them competitive advantages?

Branding for different organizations can play differently, for one organization, may be it's the basic input, without the presence of Branding strategies they can not operate and for another organization may be its not that important. In that organizations may be its playing the supportive role, so the most aspect of this research is to figure out to what extent the Branding is important for cellular companies.

The researcher designed two questionnaires one for customers and other for the brand managers of the cellular companies. The individual interviews were conducted with brand managers and 100 questionnaires were filled out by people in order to get response and for analysis. The questionnaires include both closed and some open ended questions. The study was confined to local area Islamabad and Rawalpindi some questionnaires were also filled by respondents living in Lahore. The research material has been gathered from internet, books, and magazines.

The researcher concluded that the Branding strategies of Mobilink are best. Mobilink is the only company which is charging the higher tariffs than other cellular companies, but people still using its brands and most people's favorite brands are of Mobilink. Its all because of image based marketing and strong branding strategies.