"Establishing Market Based Survey to Record, Evaluate and Forecast Potential Buying Behavior for Telenor Easy Paisa add-on services."



By:

Younas Khalid	220031-027
Usman Amjad Butt	220031-036
Arfan Tariq	220031-007
Shahid Ali	220031-010

MBA

Supervisor: Mr. Majid Aleem

Department of Management Sciences

Bahria University Islamabad 2012.

FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

Date 13/12/2012

<u>Topic of Research:</u> "Establishing Market Based Survey to Record, Evaluate and Forecast Potential Buying Behavior for Telenor Easy Paisa add-on services".

Names of Student(s):

Younas Khalid	220031-027
Usman Amjad Butt	220031-036
Arfan Tariq	220031-007
Shahid Ali	220031-010

Class: MBA

Approved by:

(Mr. Majid Aleem)
Project Supervisor

(Mr. Kashir Asghar)
Internal Examiner

(Mr. Aqeel)
External Examiner

Dr M Ali Saeed

Research Coordinator

Head of Department Management Sciences

Acknowledgements

We would like to thank Almighty Allah for giving us the dedication with which we were able to conclude our project successfully. We are grateful to our supervisor **Mr. Majid Aleem** for his guidance and support throughout our project. His generosity with his time, knowledge and experience greatly improved our research.

Every human needs one or the other kind of help in achieving something big in life. We all have some people in our lives that would stand by us and help us take a next step. Completing this project report in such a short notice did not seem to be an easy task, and especially with a lot of burden of other projects and final exams up ahead. This difficult task was only made possible with the help of few people whom we are greatly indebted to.

We would like to thank Mr. Faisal Khan Sadozai & Mr. Shiraz Abid from easypaisa team for supervising and teaching us a lot during the work tenure of project, for providing us help during the making process of this project and of course for being extremely patient with us all the time when we had difficulty understanding some thing or made any blunder.

Also, we would like to thank all the **teachers and supervisor**, who kept answering our queries about the project report from time to time, our **Parents** who have a great faith in us and let us be ourselves and follow our own path.

Dedication

We owe everything to our parents, whose firm dedication, untiring efforts and confidence in us enabled us to accomplish this work. We owe deep gratitude to our teachers for their unconditional love, care and support. We offer our heartful and special thanks to our siblings and friends for consistent care and prayers. Last but not least: We thankful to those who have always prayed for our success.

Table of Contents

Chapter 1: Introduction
1.1 Project Outline
1.2 Project Rationale
1.3 Project Purpose
1.4 Project Goal
1.5 Broad statement of Scope
1.6 Project Objectives
1.7 Anticipated Benefits 4
1.8 Key Success Factors 5
1.9 Quality Definition
1.10 Major Deliverables 5
1.11 Estimated Timeframe 6
1.12 Estimated Budget 6
1.13 Constraints 7
1.14 Assumptions 8
1.15 Potential Risks9
Chapter 2: Problem Definition and requirement analysis
2.1 Problem Definition
2.2 Nature of the Problem
2.3 Requirements
2.3.1 Information Sources
2.3.2 Methods Used for Information Collection 13
2.3.3 Information Gather Limitations 15
2.3.4 Ethical Issues in Info.Gathering andSolutions 16
2.3.5 Business Techniques Used in Inf0.Gathering 16
Chapter 3: Design and Implementation
3.1 Additional service channels
3.2 Service Quality
Chapter 4: Testing and Deployment
4.1 Porters five force model
4.1.1 Intensity of competitive Rivalry
4.1.2 Substitute products and services
4.1.3 Bargaining power of customers
4.1.4 Bargaining power of suppliers
4.1.5 New Entrants
4.2 SWOT Analysis
4.2.1 Strengths

4.2.2 Weakness	27
4.2.3 Threats	27
4.2.4 Opportunities	27
Chapter 5:	
Conclusions	29
5.1 Service Delivery	29
5.2 Add-On services	30
5.3 Consumer Perceptions	31
5.4 Service Channels	31
5.5 Potential Threats	32
5.6 Methods of Increasing Competency	32
Bibliography	34