



**DEVELOPMENT OF MOBILE
TELECOMMUNICATION INDUSTRY IN PAKISTAN
AN EXPLORATORY STUDY**

A Thesis submitted to Department of Management Sciences in part fulfilment
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Student Name

AMNA AKHLAQ

Student ID

11344

Bahria University, Karachi Campus

MBA DEGREE THESIS SUBMISSION FORM
BAHRIA UNIVERSITY, KARACHI CAMPUS

I Amna Akhlaq Registration No. 11344 submit

bound copies of thesis titled:

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Candidate Signature: Amna Date: _____

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Signature: _____ Date: _____

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ABSTRACT

Purpose-*Major Purpose of this study was to identify those factors that affect and helped in the development of the telecommunication mobile sector of Pakistan. The rapid growth of the industry and increased number of subscribers prompted to conduct this study. These factors are reshaping demand, supply, the competitive landscape, and even customers' styles of decision making.*

Methodology-*The research is exploratory in nature. The study involved interviews as the primary data source. In depth interviews were conducted with the major mobile telecommunication service providers of Pakistan. The secondary data was based on different research journals, articles, books and Pakistan telecommunication Authority's (PTA) website and annual reports were used to study the factors that developing the telecom service industry. Content analysis of the secondary data would be done.*

Findings-*Through analysis of the findings it was concluded that government policies and regulations, competition and technological advancements are the key dimensions that are having the most impact on the mobile telecom Industry of Pakistan and have played a vital role in its development.*

Practical Implications-*The findings of this research might assist the players in the mobile telecom industry to help them understand how to tackle down which factors are actually evolving and developing the industry and how they can modify them to their own purpose and benefits. It might also help the government that how their policies and regulations can be beneficial for the industry. Lastly, this study would also benefit the readers with ample knowledge of the development of the industry.*

Keywords: Telecommunications, Mobile telecom industry, growth, Pakistan, Telecom Subscribers, Telecom Industry Policies and Regulations