



IMPACT OF MARKETING EFFORTS BY TELENOR AND Ufone IN TELECOM INDUSTRY

A thesis
Presented to
The faculty of
Management Sciences
Bahria Institute of Management & Computer Science, Karachi

In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

BY

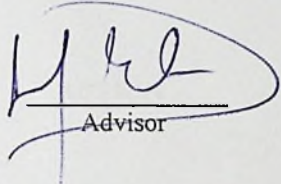
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JUNE, 2013

BAHRIA UNIVERSITY, KARACHI CAMPUS

RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "Impact of Marketing Efforts by Telenor and Ufone in Telecom Industry", prepared and submitted by Muhammad Umar Sharif in partial fulfillment of the requirements for the degree MASTERS IN BUSINESS ADMINISTRATION, is hereby recommended for appropriate action.

Date: 3/9/13

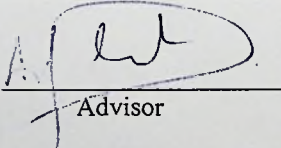


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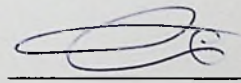
PROJECT/ THESIS COMMITTEE

In partial fulfillment of the requirements for the degree of MASTER IN BUSINESS ADMINISTRATION, this thesis entitled, "Impact of Marketing Efforts by Telenor and Ufone in Telecom Industry" is hereby recommended for Oral Examination.



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Abstract

Telecom industry in Pakistan plays a major role in economic growth. It breaks the monopoly of Pakistan Telecommunication and build a robust network infrastructure due to which improved and smart communication came into being. Evolution of Mobile reduces the downtime and makes business more and more faster. There are only few Mobile service providers in Pakistan, all enjoys 100 percent revenue.

This thesis has following objectives:

- To analyze the two Mobile service providers one is Telenor and the other is Ufone
- To study different variables and make inferences between the two companies

The Thesis comprises of five chapters. Chapter one elaborates over all Telecom industry of Pakistan. Chapter two covers the research Methodology. Chapter three covers the literature of previously studied thesis and company literature. Chapter four contains the presentation analysis and mathematical models and finally the chapter five is the overall summary of this research.

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