

EXECUTIVE SUMMARY

The main purpose of this research study is to see that what benefits does WAP giving to its common user in Pakistan, by seeing its impact worldwide. WAP is generally a small application protocol, mainly for small handheld communication devices like cellular phones and personal digital assistance etc. with this new technology in pace internet information can be developed and displayed on the mobile devices and thus it allows the users to access the internet from almost anywhere, this provide the mobile users with services such as infotainment, flight schedules, weather forecast, stock exchange information-commerce etc.

Motorola, Nokia, Erickson and the United States software company phone .com were the initial partners that teamed up over few years ago in 1997 to develop and deploy wireless application protocol. The wireless market is growing more rapidly and reaching new customers day by day. Europe has clear edge over the rest of the world in mobile communication, Nokia of Finland is the worlds biggest makers of mobile handsets, shipping 30 million more units than Motorola,, his US counter part., apart from this Europe's has build up big lead over US in WAP technology also , this advance has been made possible by the technological advances in bandwidths. This increased bandwidths enables the mobile phones to be used for many purposes in which video transmission is also include. The benefit of wap technology to its subscribers includes easy portability, access to wide variety of services, possibility of having personalized services, fast,

convenient and efficient access to service and finally to fulfill as many customers needs as possible.

In Pakistan the mobile phone companies started their operations in the year 1990s. During the twelve year period mobile phone has become very popular in Pakistan, now the world has gradually become the global village, that mean a revolution in the field of communication in the business world. Easy accessibility of the wireless ha paved the way for mobile phone industry, the world forever. Initially, it was regarded as a luxury for the elite but ass this industry goes on expansion now it can found at more affordable prices for the general public.

U-fone is the first company in Pakistan to provide WAP technology to its customers, initially the WAP installation charges are set to rupees 200 one time, and monthly WAP charges are rupees 100 whereas per unit airtime charges are rupees 2.50. Pakistan has a very good future prospect in this technology, but need is that the resources must utilized in the right direction in order to get the maximum from this technology, thus it can be more useful for the common mobile use in Pakistan.

TABLE OF CONTENTS

<u>Chapter 1 Problem and Its Background</u>	Page No
EXECUTIVE SUMMARY-----	2
1.1 Introduction-----	8
1.2 Problem Statement-----	10
1.3 Background-----	11
1.4 Objective-----	12
1.5 Significance of the Study-----	13
1.6 Scope and Limitations of the Study-----	14
1.7 Abbreviations of the terms-----	15
 <u>Chapter 2 Literature Review</u> -----	 17
 <u>Chapter 3 Research Methodology</u>	
 3.1 Methodology-----	 76
3.2 Type of the study-----	76
3.3 Respondents of the study-----	76
 <u>Chapter 5 conclusion and recommendation</u>	

Conclusion	78
Recommendations	80
References	83
Bibliography	84