

Chapter 5

Conclusion and recommendation

Since a strong relationship between favorable pricing of the internet package has been established it is therefore recommended that this advantage will be taken into account into future privatization of the company. The trust factor we have established with users may be a key in keeping afloat with the demand and competition already occurring in the market with Telenor and Ooredoo. Hence it is now crucial to remain a good cost balance and image as well as to improve the overall consumer image to keep young internet users interested. As a state-owned company the advantages we have built up include the various access routes and connections to IT-infrastructure. Cost competitive edge can be a key in maintaining our consumer pool.

Nowadays, MPT, Myanmar has developing its technology to compete with two telecom companies. MPT know that how the product is important to run a business to persuade the customers with using the marketing strategy like as rewarding program and promotion. Another is the price that it is important in the market develop around nation, so MPT has used its price strategy to be reasonable price with its loyalty customers. Third is place that is also important making profit competing with other competitors to trend developed market place according to the result of this study. The last one is the promotion strategy; most customers are likely to see the promotion time such as summer, winter and other festival in different culture; that is also important strategy to be attractive new customer and giving back its loyalty customer as a gift.

According to this study of academic writing, Product, Price, Place and Promotion (4ps) is vital of importance to doing successful business around the world. Especially in Myanmar, it is useful to run a business because of unequal incomes by the political affects. As a state owned company the penetration rate of the country is quite high. This is seen and recognized as another benefit factor.

MPT, Myanmar should focus on the customer satisfaction about its services like as on-pack offers, multi-pack and bonuses, point of purchase display material, loyalty reward program for its loyalty customers, controlling its market place in Shan State and its products supporting around the nation. MPT, Myanmar should aware the other competitors' market strategy how to enter the market for their new market. MPT will be lead the telecom market to develop and advance around nation by renovating its products, setting the reasonable price with competitors, supporting the new materials across the nation and special program for its new customer and loyalty customers around the nation. MPT should strength its market by using the international marketing strategy to extend its market by linking other foreign telecom industries.