

“The Study of Marketing Strategy in MPT, Myanmar”

Chapter 1

Introduction

1. Background relating to the topic and problem

Telecom industry is useful to develop living standard in all countries and it helps for doing business to link in different country in short time. On the other hand, it is important basis infrastructure sector to persuade foreign direct investment (FDI) such as Myanmar; in third countries. The first telegraph lines in Myanmar were erected in 1861, the telephone services in Myanmar started in 1884, eight years after the invention of the unique instrument by Sir Alexander Graham Bell in 1876. In Yangon, there were about 1250 telephone lines in 1884 and in the years that followed had grown considerably and in 1937, links to other 50 towns in provincial areas by making use of open wire lines and open wire carrier systems, both for telegraph and telephone services. In the post war period, telecommunication services continued to grow and in 1956 MPT launched a project called Yangon Automatization with 4 crossbar switches in Yangon and was completed in 1962. By the end of 1962 there were 80 exchanges in the country inclusive of 4 crossbar automatic exchanges in Yangon and the total numbers of telephone lines were 14,754. In the year 1967 the number of telephone had grown to 21,444 and continued to grow ever since. Up to the early 1970's MPT was operating with about 143 exchanges of which 6 were automatic exchanges in Yangon. For international communication MPT had using standard earth station still February 1994 with 60 telephone channels connected to seven countries. MPT launched standard satellite earth station with new international gateway switch in March 1994 and the system was operating with 866 digital voice grade circuits destined to 16 via gateways 14 countries at the end of March 1999.

In Myanmar, MPT was state-owned monopoly telecommunication service over 20 years. It was founded in 1884 as a small Department of Posts and Telegraphs and has grown into the present day Myanmar Posts and Telecommunications with 13800 employees of which about 380 are managerial level staff.

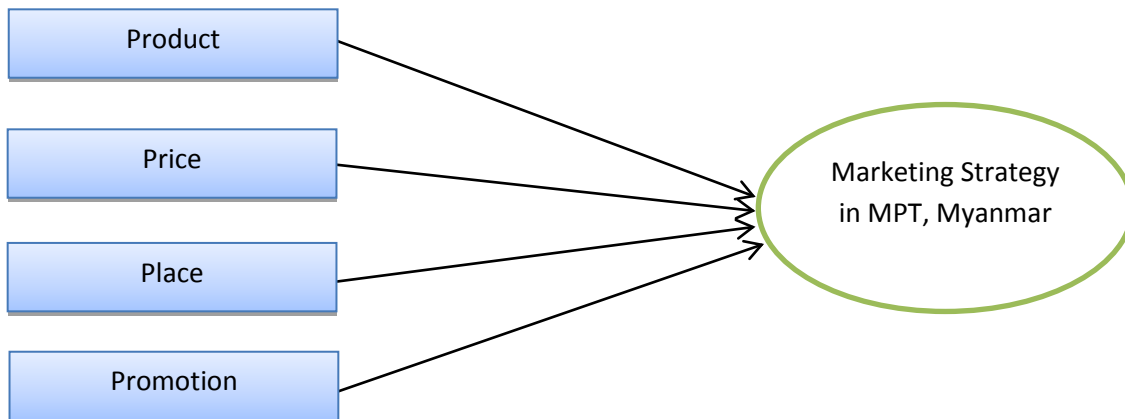
Due to the rapidly changing of political and economic system, the government liberates the monopoly in telecommunication service sector to individual; private sector can use the cell phone in proper prices. Since 2014, two telecommunication private industries as Telenor and Ooredoo have already running in Myanmar. They are running their mobile market and service through the nationwide with the suitable price. Private telecommunication companies are promoting their services mostly within Myanmar Festivals.

This study investigates challenges for MPT in Myanmar telecommunication markets, its marketing strategies and differences with other private telecommunication firms. To find out its marketing strategies, this study explores four variables such as the product, price, place and promotion (4Ps) with the descriptive analysis method such as mean, mode, median and frequencies. Moreover, this research examines four variables with the hypothesis testing. Based on the objectives, the result of this study helps to renovate the products of MPT, to decide the affordable price for all Myanmar people, to be convenient for distributing MPT's products and to find out the ways of promotion.

2. Statement of Problem

Telecommunication industry is rapidly growing around the world. The growing telecommunication market can be created a high-speed developing economic system of the developing country as Myanmar. Because of more sharing markets in telecom industry field, MPT has more competitors such Telenor and Ooredoo. In the competitive market, MPT are facing to promote its sales volume, to maintain the quality of products, to sell with the reasonable price, to create the convenient places for distribution of its products and to introduce the interested promotion plans in coming days. Therefore MPT's management teams decided to analyze its marketing strategy like as products, price, place and promotion for solving the facing problem in competitive markets and to be strong brand in telecommunication industry field in Myanmar.

3. Conceptual Framework



4. Objectives of study

- To explore the relationship between product and marketing strategy in MPT
- To describe the relationship between price and marketing strategy in MPT
- To investigate the relationship between place and marketing strategy in MPT
- To find out the relationship between promotion and marketing strategy in MPT

5. Research Question

- What is the product of MPT and the relationship between product and marketing strategy in MPT?
- How the price of MPT and what is the relationship between price and marketing strategies in MPT?
- Where the place of MPT and what is the relationship between place and marketing strategy in MPT?
- How the promotion of MPT and what is the relationship between promotion and marketing strategy in MPT?

6. Hypotheses

H₀: There is relationship between the product and marketing strategy in MPT

H₁: There is no relationship between the product and marketing strategy in MPT

H₀: There is relationship between the price and marketing strategy in MPT

H₁: There is no relationship between the price and marketing strategy in MPT

H₀: There is relationship between the place and marketing strategy in MPT

H₁: There is no relationship between the place and marketing strategy in MPT

H₀: There is relationship between the promotion and marketing strategy in MPT

H₁: There is no relationship between the promotion and marketing strategy in MPT

7. Significance of the study

Nowadays, telecommunication sectors are useful for all business around the world. So, this marketing strategy very is important in telecommunication industry. As in developing countries, persuading the foreign investors to invest in their countries by showing their how it is powerful in telecommunication firms.

The significant of the study is that this result can help for the future telecommunication market. On the other hand, this study will help for getting knowledge about the telecommunication industry and awareness the important things of telecommunication industry for one country to develop in short time.

8. Term of Definitions

Telecommunication : the exchange of information over significant distances by electronic means. The transmitter and receiver at any station may be combined into a single device called a transceiver.

MPT : Myanmar Posts and Telecommunications.

Marketing Strategy : Marketing strategy is implications in creating customer value and looking at several perspectives on planning and describes how to draw up a formal marketing plan.

Product : Mobile and internet package

Price : the quantity of payment or compensation given by one party to another in return for goods or services. In modern economies, prices are generally expressed in units of some form of currency.

Promotion : Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

Place : The place where buyer and seller change the products and money