

Abstract

“The Study of Myanmar’s Telecom Market Prospect”

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Date : *Oct 1, 2016*

Today, telecom market is getting stable around the world by supporting their standard products and service with reasonable price. As in Myanmar, foreign telecom companies are allowed to invest last two years so; telecom market needs to be developing in the market place around nation with good services. Two decade ago MPT had lead the telecom market as state own firm providing its products in expensive price. But Telecom market is bombing in short time with two foreign telecom industries called Telenor and Ooredoo. Nowadays, Telenor lead the telecom market over two companies; MPT and Ooredoo by providing its products and good service in reasonable price according to the answer of research.

In this study of Telecom market prospect in Myanmar has four strategies like as marketing strategy, customer’s satisfaction, quality service and quality service. These strategies measure the telecom market how it is powerful to the new market and market prospect. As a result of questionnaires; the majority of customers are male with 55.5 % in 119 respondents with descriptive statistic and frequency and correlation of Pearson Method. The age level of telecom users is 31 to 35 with 27.7 percent and most of telecom customers have got master degree with 27.7 percent. Most of telecom users are students with 27.7 percent and most of customers are single with 45.4 percent. Most of telecom customers are prefers to use Telenor products with 37.8 percent in accordance with this result of Pearson Method. MPT's marketing strategies like as product, price, place and promotion and Telenor's marketing strategies such as product, price,

place and promotion, MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness and Telenor's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness, MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness and Ooredoo's customer satisfaction supporting the right service, user friendliness and promotion data, MPT's quality service in which good service internet, safety information and responsibility in its quality services and Ooredoo's quality service providing its reliability, comfort, service and safety, MPT is providing its quality product such as serviceability, performance and durability with reasonable price and Ooredoo's quality product with reasonable marketing strategies like as serviceability and performance have relationship but the rest of other have no relationship.

As my opinion of this study about telecom market in Myanmar, they should persuade showing their standard products, excellent service in reasonable price, providing their basic infrastructure around nation. On the other hand, promotion times can be attractive for loyalty customers for these telecom firms. Telenor nowadays has lead Myanmar telecom market supporting its right product with good service although MPT had lead telecom market around nation last decades ago.