

# **Project Dissertation**

## **Vendors Relations in Telecommunication sector and its Influence on Sales: A Study on Airtel**

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## **Certificate from the Institute**

This is to certify that the project report **Vendors Relations in Telecommunication sector and its Influence on Sales: A Study on Airtel.** is a bonafide work carried out by Mr. Devanshu Sahu of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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## **Declaration**

I, Devanshu Sahu, student of MBA 2014-16 of Delhi School of Management, Dehi Technological University, Bawana Road, Delhi-42, declare that Project Dissertation Report on **Vendors Relations in Telecommunication sector and its Influence on Sales: A Study on Airtel** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Place:

Devanshu Sahu

Date:

## **Acknowledgement**

This is matter of great joy to extend my gratitude to those people who helped me in completion of my dissertation project.

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Devanshu Sahu

## **Executive Summary**

There is an increased competition in the Indian telecom industry which has forced the telecom service providers to give more attention on service quality, customer and retailer satisfaction. The academicians have also been studying quality & satisfaction to understand the determinants and processes of market evaluation. The Indian telecom market may enjoy good growth rate owing to lower tele-density, stiff competition and lower tariffs. To beat the competition, retailer satisfaction is equally important like customer satisfaction; as satisfied retailer can bring more loyal customers to the organization.

The purpose of this project is to know about the reasons why the retailers who are already selling recharges as LAPU and Coupons why are they not selling SIM Cards. With this research we also try to understand the SIM Card sale pattern to analyze whether the sale of SIM cards is high in the evening or not . With this research we also try to find out possible reasons that could affect the sale of SIM cards in the evening. Now-a-days telecom service has become a necessary service. In the field of marketing many kinds of survey are conducted by Bharti Airtel from time to time for promoting awareness.

As this study also focused on the time slot when most of the SIM cards are being sold by the retailers in the whole day, so Airtel is planning to increase its form collection time .Earlier the SIM card activation form collection time was till 6 P.M. but with this study Airtel is planning to increase its SIM card activation form collection time that is till 7 P.M. This would give an advantage to the customer as they get an assurance of activation of their new SIM cards on the same very day on which he bought SIM. In other way, it will also help Airtel to increase their customer base. The objective of any marketing activity is to sell a product. For this, one must have the right product at the right price, available at the right time and place, through the right promotion commonly understood as the 4 P's of marketing mix.

The fundamental point to be appreciated is that all these variables must simultaneously fall in place for the success of a product. Take a look around you at all the successful brands and ask the marketing managers the reason for success. They will invariably tell you that it is because the company has been able to get this

mix right. If one were to examine these variables carefully one will realize that are indeed ways of communicating with the consumer. A product talks to the consumer through its features, packaging and the promise of fulfilling a need. Its pricing tells the consumer whether it is affordable, value for money or premium. Its placement also communicates the values associated with the product. A premium store versus a discount store communicates a very different message to the consumer. The promotion of the product also obviously communicates some message to the consumer. In effect, therefore, marketing is all about communication, whether through the product and its packaging, the pricing, the placement and the promotion. We would therefore like to use the term communication mix and highlight the importance of sales promotion in that context.

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