

Strategic marketing plan for a telecom company in a drastically changing situation: Company Overview

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Abstract

Diffusion processes of new internet services have become increasingly complex and multifaceted in recent years. Internet users today are exposed to a wide range of influences that include speed and bandwidth, availability and reliability, and social signals. 10 years ago people accessed to internet by wire based services at office or home. Nowadays people spend much more time to surf on online shops, news websites and social networks using tablets and smartphones. In such a fast changing market companies should continually review their market objectives and deploy new strategies in order to sustain their position in market and survive themselves. This study report outlines the situation of Mobinnet, a wireless internet provider company in a drastically market situation resulted by launch of 4G and LTE services by Iran's premier telecom operators MCI and Irancell.

Key words: Strategic marketing plan, Telecom Company, drastically changing situation, Company Overview

1. Situation Analysis

Situation analysis provides an overview of Mobinnet and the market in which it operates.

1.1. Company overview

Mobinnet is Iran's first and the only countrywide Wimax operator. Since launching services at the end of 2008 the company has expanded rapidly and now controls 50% of wireless internet subscriber market. Its service portfolio comprised of two segments. B2B services which provides special solutions and services for Enterprise. And B2C segment that supports personal internet users.

In October 2008 The Company was awarded through "Communication Regulatory Authority of Iran" an exclusive license to distribute a nationwide wireless network in 30 states of Iran. According to this license the company has the sole discretion to implement an integrated network throughout the country where the subscribers are enabled to connect internet wherever they are by using a portable pocket modem. This license will be valid for six years from the date of issue (Business Monitor International, 2012).

According to the license the company was committed to develop its internet network in 300 cities of Iran within 6 years in order to be able to extend the license and exclusivity to have country-wide internet network. However Mobinnet covered 130 cities due to the