A

PROJECT REPORT

ON

‘’ Customer attitude towards airtel GSM internet service in kosamba’’

FOR

‘’Baba Mobile shop, airtel service center, Darbar Hotel kim-3941 10’’

APRIL- 2011

SUBMITTED TO

SHRI MANILAL KADAKIA COLLAGE OF MANAGEMENT & COMPUTER STUDIES, HANSOT ROAD, ANKLESHWAR

IN PARTIAL FULFILLMENT OF THE DEGREE OF

BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)

NAME OF STUDENT: - FANASIA VIRAL .H.

T.Y.B.B.A, EXAM NO: -

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[LECTURER, B.B.A]

AFFILATED TO

VEER NARMAD SOUTH GUJARAT UNIVERSITY (VNSGU)

SURAT

DECLARATION

I hereby declare that the project report on Customer attitude towards airtel GSM internet service in kosamba city (airtel) submitted to South Gujarat University, Surat. in partial fulfillment and the requirement of Degree of Bachelor of Business Administration (Marketing) Under guidance of Mr. VIPUL PATEL, Lecturer in marketing B.B.A. programmer, (Shri Manilal Kadakia College of Management and Computer Study, Ankleshwar) and that it is not formed the basis for award from any degree or similar title to any candidate of any collage Affiliated to South Gujarat University, Surat.

Place: **KOSAMBA**

Date: _____

Fanasia viralkumar .h.

(T.Y.B.B.A., 6th SEM)

PREFACE

Marketing is a subject that cannot be expertise in classroom marketing management directly deals with the dynamic marketing environment and to have a thorough understanding of the environment marketers need to come out in the field and experience for themselves the difference between classroom study and field study.

This market research study is also intended to makes us (the student of Advanced Marketing Management) more conversant to the actual marketing practices, in addition to the theoretical knowledge.

To undergo this project of marketing in the world of telecommunication I had selected kosamba city as the area of my project and I got a chance to carry this project under “baba mobile shop” an airtel service center, Kim, which deals with internet user in kosamba city.

This project report is prepared after a details study of Customer attitude towards airtel GSM internet service in kosamba city, done by viral fanasia, 6th semester, and B.B.A. programmer, (Shri Manilal Kadakia College of Management and Computer Study, Ankleshwar)

Name: viralkumar.h. Fanasia

Date:

Place: KOSAMBA.

ACKNOWLEDGEMENT

This successful project report has been made possible through the direct and indirect co-operation and guidance of various persons for whom I wish to express my appreciation and gratitude.

First & foremost, my intellectual debt is to those persons who have contributed significantly guidance to complete my project report successfully.

I am thankful to the following persons who have provided me their costly and valuable time for preparing my project. I am also thankful to them for trust in me and giving me an opportunity for do something better for my bright future.

I am thankful to following person for their help & co-operation. Mr. Gopal bhai & Mr. Vipul Patel Professor of Shri Manilal Kadakia Collage of Management & Computer Studies, Ankleshwar

I am also thankful to Mr. Gopal bhai of “baba mobile shope” an airtel service center, Kim, without the permission of him this project is not possible.

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INTRODUCTION

1) INTRODUCTION OF INDUSTRY

A) INTRODUCTION

In the early 1990s, the Indian government adopted a new economic policy aimed at improving India's competitiveness in the global markets and the rapid growth of exports. Key to achieving these goals was a world-class telecom infrastructure.

In India, the telecom service areas are divided into four metros (New Delhi, Mumbai, Chennai and Kolkata) and 20 circles, which roughly correspond to the states in India. The circles are further classified under "A," "B" and "C," with the "A" circle being the most attractive and "C" being the least attractive. The regulatory body at that time — the Department of Telecommunications (DOT) — allocated two cellular licenses for each metro and circle. Thirty-four licenses for GSM900 cellular services were auctioned to 22 firms in 1995. The first cellular service was provided by, Modi Telstra in Kolkata in August 1995. For the auction, it was stipulated that no firm can win in more than one metro, three circles or both. The circles of Jammu and Kashmir and Andaman and Nicobar had no bidders, while West Bengal and Assam had only one bidder each.

In 1996, the Telecom Regulatory Authority of India (TRAI) bill was introduced in the LokSabha, and the president officially announced the TRAI ordinance on 25 January 1997. The government decided to setup TRAI to separate regulatory functions from policy formulation, licensing and telecom operations. Prior to the creation of TRAI, these functions were the sole responsibility of the DOT.

High license fees and excessive bids for the cellular licenses put tremendous financial burden on the operators, diverting funds away from network development and enhancements. As a result, by 1999 many operators failed to pay their license fees and were in danger of having their licenses withdrawn. In March 1999, a new telecom policy was put in place (New

Telecom Policy [NTP] 1999). Under this new policy, the old fixed-licensing regime was to be replaced by a revenue sharing scheme whereby between 8-12 percent of cellular revenue were to be paid to the government.

B) HISTORY OF INDUSTRY

1842: Wireless by conduction

1843: Early electromagnetic research, wireless by induction

1865: Induction and Dr. Loomis

Early radio discoveries

1879: D.E. Hughes and the first radio-telephone reception

1880: The photo phone and the first voice radio-telephone call

1910: The first car-telephone

1924: The first car-mounted radio-telephone

The modern era begins

1946: The first commercial American radio-telephone service

1948: The first automatic radio telephone service

1969: The first cellular radio system

1973: The Father of the cell phone

1978: First generation analog cellular systems begin

1981: NMT -- the first multinational cellular system

1982: The rise of GSM

1990: North America goes digital: IS-54

Prehistory (Birth to Bell Labs, 1924)

While puzzling over the mysteries of radio, many inventors worked concurrently on power generation, telegraphs, lighting, and later, telephone. The thorough understanding of electricity required to produce a reliable, practical radio system took a long time and happened in different phases.

In 1820, Danish physicist Christian Ousted discovered electromagnetism, the science that could help generate electrical power and, if fully understood and applied, usher in the Aera of telecommunication.

Michael Faraday - 1791 to 1867

In 1821 Michael Faraday reversed Oberstar's experiment and in so doing discovered induction. This helped him build the world's first electricity generator. He worked on different electrical problems in the next ten years, eventually publishing his results on induction in 1831.

In 1864 Maxwell released his paper "Dynamical Theory of the Electromagnetic Field" which concluded that light, electricity and magnetism were all related and that all electromagnetic phenomena travelled in waves.

Induction and Dr. Loomis In 1865, a dentist Dr. Mahlon Loomis of Virginia may have been the first person to communicate through wireless via the atmosphere. Between 1866 and 1873 he transmitted telegraphic messages at a distance of 18 miles. At one location he even flew a metal-framed kite on a metal wire, perhaps taking inspiration from Benjamin Franklin. At another location a similar kite picked up these signals and noted them with a galvanometer. Early radio discoveries Maxwell's 1864 conclusions were distributed around the world and created a sensation. But it was not until 1888 that Professor Heinrich Hertz of Bonn, Germany, could produce and detect radio waves consistently and reliably. On November 22, 1875, while working on acoustical telegraphy, a science close to telephony, Thomas Alva Edison noticed unusual looking electro-magnetic sparks. D.E. Hughes and the first radio-telephone reception from 1879 to 1886, London-born David Hughes discovered radio waves but was told incorrectly that he had discovered no such thing. Discouraged, he pursued radio no further. Hughes noticed a clicking noise in his home built telephone each time he worked using his induction

balance, a device now often used as a metal detector. He transmitted signals from one room to another in his house in London. But since the greatest range there was about 60 feet, Hughes took to the streets with his telephone, intently listening for the clicking produced by his clockwork transmitter, gradually diminishing until it no longer could be heard.

Alexander Graham Bell was the man who invented the telephone and made the first call on a wired telephone to Thomas Watson. Bell was also first with radio. 1888 onwards: Radio development begins in earnest in 1888 the German, Heinrich Hertz, conclusively proved Maxwell's prediction that electricity could travel in waves through the atmosphere. Unlike Hughes, the extensive and systematic experiments into radio waves that Hertz conducted were recognized and validated by inventors around the world. Jag dish Chandra Bose demonstrated electromagnetic waves in 1895 "by using them to ring a bell remotely and to explode some gunpowder". Marconi established the first successful radio system. In 1901, his radio-telegraph system sent signals across the Atlantic Ocean. Ships were the first wireless mobile platforms. In 1901 Marconi placed a radio aboard a Thorny croft steam-powered truck, thus producing the first land-based wireless mobile transmitting data, not voice. In December 24, 1906, Reginald Fessenden accomplished the first radio band wave communication of human speech over a distance of 11 miles, from Brant Rock, Massachusetts, to ships in the Atlantic Ocean. Radio was no longer limited to telegraph codes, no longer just a wireless telegraph, but a means of verbal communication.

The first car-telephone

From 1910 onwards, Lars Magnus Ericsson, the man who founded Ericsson in 1876, and his wife Hilda, regularly worked the first car telephone. Access was not by radio, instead there were two long sticks, like fishing rods, handled by Hilda. She would hook them over a pair of telephone wires, seeking a pair that was free. When they were found, Lars Magnus would crank the dynamo handle of the telephone, which produced a signal to an operator in the nearest exchange around the same time, the triode tube was developed, allowing far greater signal strength to be developed both for wire line and wireless telephony. No longer passive like a crystal set, a triode was powered by an external source, which provided much better reception and volume Later, with Armstrong's regenerative circuit, tubes were developed that could

either transmit or receive signals, were stable and powerful enough to carry the human voice and sensitive enough to detect those signals in the radio spectrum. In 1919, three firms came together to develop a wireless company that one day would have a reach across the globe. Heavy equipment maker ASEA, boiler and gas equipment maker AGA and telephone manufacturer LM Ericsson formed SRA Radio, the forerunner of Ericsson's radio division.

The first car-mounted radio-telephone Bell Laboratories claims to have invented the first version of a mobile in 1924. It was a two-way, voice-based radio-telephone and the adjoining photograph from their site certainly seems to confirm it.

History of cellular mobile telephony: 1982 to 2001

1980 - First cellular phones began to appear

1982 - Nordic Mobile Telephony (NMT) standard

1983 - American Mobile Phone System (AMPS) standard

1991 - Commercial launch of the GSM service

1993 - Coverage of main roads GSM services start outside Europe

1996 - USA Personal Communications Systems (PCS)

1982 - The beginning during the early 1980s, analog cellular telephone systems experienced rapid growth in Europe, particularly in Scandinavia and the United Kingdom, but also in France and Germany. Each country developed its own system, which was incompatible with those of Others, in equipment and operation. This was an undesirable situation, because not only was the mobile equipment limited to operation within national boundaries, but also limited to the market for each type of equipment. This scenario in a unified Europe was undesirable. The Europeans realized this early on, and in 1982, the Conference of European Posts and Telegraphs (CEPT) form a study group called the Group Special Mobile (GSM) to study and develop a pan-European public land mobile system. The proposed system had to meet certain criteria, which included:

1. Good subjective speech quality.
2. Low terminal and service cost.
3. Support for international roaming.
4. Ability to support handheld terminals.
5. Support for a range of new services and facilities.
6. Spectral efficiency
7. ISDN compatibility.

Nordic Telecom and Netherlands PTT proposed to the CEPT the development of a new digital cellular standard that would cope with the ever-burgeoning demands on European Mobile networks. The European Commission (EC) issued a directive which required member States to reserve frequencies in the 900 MHz band for GSM to allow for roaming.

1995

GSM MOU was formally registered as an association registered in Switzerland with 156 Members from 86 areas. GSM World Congress at Madrid attracted 1400 participants. December 1995 - 117 networks were on air in 69 areas. Fax, Data and SMS roaming started. GSM phase 2 standardization was completed, including adaptation for PCS 1900. First PCS 1900 network was shown live 'on air' in the USA. Telecom '95, Geneva -- Nokia shows 33.6 kbps multimedia data via GSM. Namibia goes on-line. Ericsson 337 wins GSM ‘phone of the year’. US FCC auctioned off PCS licenses.

1996

December 1996 - 120 networks were on air in 84 areas. GSM World Congress was held in Cannes. GSM MOU Plenary was held in Atlanta GA, USA. 8K SIM was launched. Pre-paid GSM SIM cards were launched. Bundled billing was introduced in South Africa. Libya goes on-line. Option International launches the world's first GSM/Fixed-line modem.

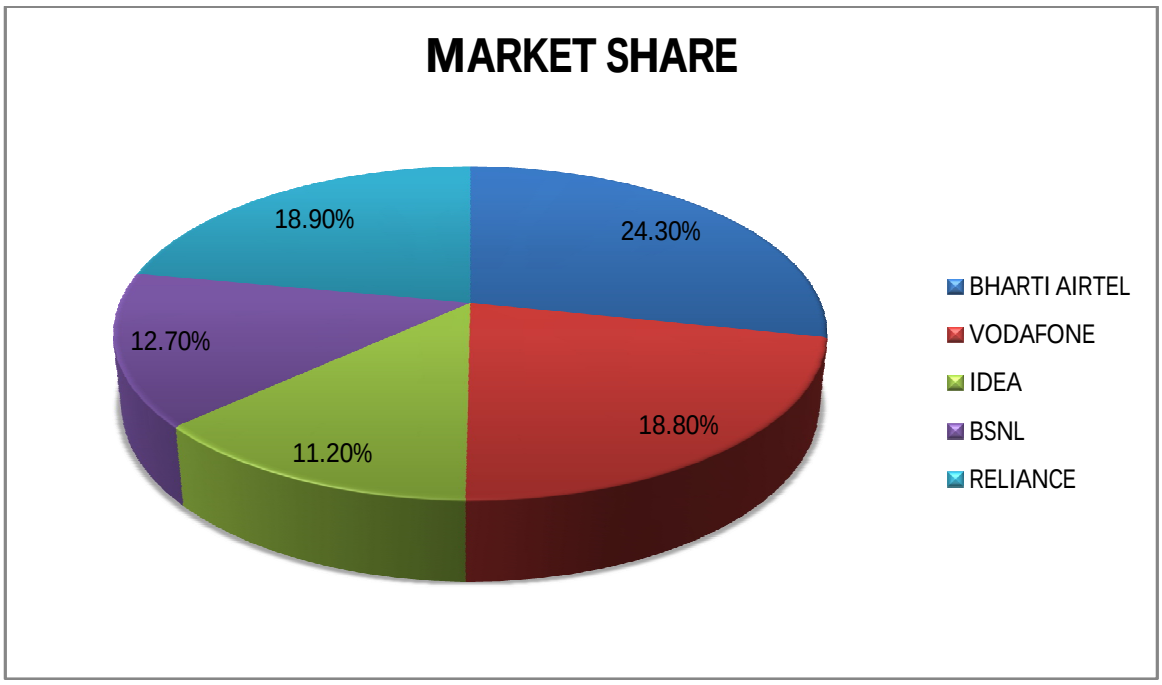
2001

Feb -- GSM Conference held in Cannes. By May 2001 there were 500m GSM 900/1800/1900 users worldwide. 16 billion SMS messages were sent in April 2001. By April, 500 million people are GSM users.

C) LATEST MARKET SHARE OF TELECOM INDUSTRY

- **Bharti Airtel** has 24.3% customer market share and 33.8% revenue market share.
- Vodafone India has 18.8% customer market share and 20.7% revenue market share.
- Idea Cellular has 11.2% subscribers market share and 12.1% revenue market share
- BSNL has subscriber share of 12.7% and mere 10.2% of revenue share
- Reliance Communications is **the worst performer** with 18.9% customer market share and pathetic 11.5% revenue market share.

According to Mobile India, BSNL seems to have a turnaround in its operations as the company has added a 81% more subscribers in July-2009, compared to June-2009.



The leading cellular service providers have the following number of subscribers:

Service Provider	No. of CDMA Subscribers	No. of GSM Subscribers
Reliance	2.75 crores	38.76 lakhs
Tata	1.07 crores	
Airtel		3.37 crores
MTNL		24.98 lakhs
BSNL		2.44 crores
Hutch		2.44 crores
Idea		1.3 crores
Spice		25.56 lakhs
BPL		10.62 lakhs
Aircel		48 lakhs

Bharti Airtel has the largest customer base with 31% market share, followed by Hutch and BSNL with each holding 22% market share.

The 2007 budget has brought further relief to the customers with the reduction in the tariffs, both local and long distance, and with slashing down the roaming rentals. This is likely to lead to even more people going for cellular services and more and more use of the value added services. However, landline telephony is likely to remain popular, too, in the foreseeable future. MTNL, the largest landline service provider, has recently taken some bold initiatives to retain its market share and, if possible, expand it.

TELECOMMUNICATION MARKET IN INDIA

The Indian telecommunications Network with 250m telephone connections is the fifth largest in the world and is the second largest among the emerging economies of Asia. Today it is the fastest growing market in the world and represents unique opportunities for UK companies in the stagnant global scenario. Tele-density, which was languishing at 2% in 1999, has shown an impressive jump to 9.5% in 2006 and 10.5% in 2007 and is set to increase to 20% in the next five years beating the Govt. target by three years. Accordingly, India requires incremental investments of USD 20-25 bln for the next five years.

Private operators have made mobile telephony the fastest growing (over 164% p.a.) in India. With more than 33 million users (both CDMA and GSM), wireless is the principal growth engine of the Indian telecom industry. Given the current growth trends, cellular connections in India will surpass fixed line by late 2004/early 2005. Intense competition between the four main private groups - Bharti, Vodafone, Tata and Reliance and with the State sector incumbents-BSNL and MTNL has brought about a significant drop in tariffs. There has been almost 74% in cell. Phone charges, 70% in ILD calls and 25% drop in NLD charges, resulting in a boom time for the consumers.

The Government has played a key enabling role by deregulating and liberalizing the industry, ushering in competition and paving the way for growth. While there were regulatory irregularities earlier, resulting in litigation, these have all been addressed now. Customs duties on hardware and mobile handsets have been reduced from 14 percent to 5 percent.

The Indian government has merged the IT and Telecom Ministries to speed up reforms and decision on the Communication Convergence Bill to enable the common regulation of the Internet, broadcasting and telecoms will be taken after the new Government assumes responsibilities in may this year. An independent regulatory body (TRAI) and dispute

Settlement body (TDSAT) is fully functional.

INDIAN CELLULAR MARKET

The Bharti Group, which operates in 23 circles, continues to be the country's largest cellular operator, with 50 lakh subscribers. BSNL, which operates in 22 circles, has a subscriber base of 37 lakh subscribers. Thus BSNL stands second largest cellular operator in terms of subscriber base at the end of the fiscal ending March 31, 2007, displacing Vodafone from the second Position.

Vodafone, which operates in only eighteen circles, is the third largest operator with a subscriber base of 32 lakh. Unlike fellow public sector undertaking, MTNL, which operates in Mumbai and Delhi, BSNL, has been a very aggressive player in the market. "Cellular operators who expected BSNL to go the MTNL way, were taken by surprise and did not take effective steps to counter it, till it was too late in the day," said a telecom analyst.

Belying fears of a slowdown in cellular subscriber acquisitions, the cell club has reported a 7.92% growth, the highest growth in any month so far, during March 2005. Year-on-year, the cellular subscriber base in the country has almost doubled in March 2005, and is expanding at the rate of 25% per year thereafter.

The cellular subscriber club expanded by 21.31 lakh last month. This is much higher than 5.9 lakh subscribers added in February 2005 and 2.13 lakh in January 2005. Idea, which operates in seven circles, is the fourth largest operator with a subscriber base of 17.80 lakh, higher than BPL's 11.31 lakh subscribers across four circles. The subscriber numbers per operator drop sharply with the sixth largest operator, Spice Communications, having a subscriber base of 9.40 lakh, followed by Reliance Telecom's 8.9 lakh subscribers. MTNL is the ninth largest operator, with a base of 8.32 lakh subscribers. While the subscriber base-jumped by 3.38% to 44.39 lakh in the metros, subscriber base of category A circles of Maharashtra, Gujarat, Andhra Pradesh, Karnataka and Tamil Nadu jumped by 10.18 % to reach 43.64 lakh. Category B circles of Kerala, Punjab, Haryana, Uttar Pradesh (West), Uttar Pradesh (East), Rajasthan, Madhya Pradesh and West Bengal recorded a jump of 10.69%, with a total base of 33.74 lakh subscribers. Circle C has reported 12.74 % growth with subscriber numbers jumping to 5.08 lakh.

GSM MARKET IN INDIA

Regional Interest Groups - GSM India

Meaning of G.S.M

(Global System for Mobile)

The Global System for Mobile Communications (GSM: originally from Grouped Special Mobile) is the most popular standard for mobile phones in the world.GSM service is used by over 2 billion people across more than 212 countries and territories.[1][2] the ubiquity of the GSM standard makes international roaming very common between mobile phone operators, enabling subscribers to use their phones in many parts of the world. GSM differs significantly from its predecessors in that both signaling and speech channels are Digital call quality, which means that it is considered a second generation (2G) mobile phone system. This fact has also meant that data communication was built into the system from the 3rd Generation Partnership Project (3GPP). With a population of around 1.1 billion growing at roughly 1.7 per cent a year, India is potentially one of the most exciting GSM markets in the world. After two rather difficult years, the past 12 months have seen the region's promise beginning to come to fruition. Much of this success can be attributed to the stabilization of the licensing and regulatory environment.

India's telecommunications have undergone a steady liberalization since 1994 when the Indian government first sought private investment in the sector. More significant liberalization followed in 1996 with the licensing of new local fixed line and mobile service providers. However, it has been the government's New Telecom Policy (1999) that has had the most radical impact on the development of GSM services. 'The policy's mission statement is 'affordable communications for all'; There is a genuine commitment to creating a modern and efficient communications infrastructure that takes account of the convergence of telecom, IT and media. In addition, the policy places significant emphasis on greater competition for both fixed and mobile services.'

Competition in the mobile sector has already had a visible impact on prices with calls currently costing less than 9 cents per minute. This means that service costs have fallen by 60 per cent since the first GSM networks became live in 1995. It also helps explain why a recent Telecom Asia survey revealed that more than 70 per cent of Indian mobile subscribers felt that prices were now at a reasonable level.

One of the challenges facing GSM operators in India is the diversity of the coverage regions - from remote rural regions to some of the most densely populated metropolitan areas in the world. India has more than 40 networks, which cover the seven largest cities, over 7000 towns and several Lacs villages. Such depth of coverage has required enormous investment from India's operators. It is estimated that more than Rs200 billion had been invested in India's GSM industry by mid-2000, a figure that is set to be supplemented by a further Rs. 300 billion over the next five years.

The good news is that subscriber growth is beginning to look healthy. With India's low PC penetration and high average Internet usage -at 14-20 hours a month per user it is comparable to the US -the market for mobile data and m-commerce looks extremely promising. WAP services have already been launched in the subcontinent and the first GPRS networks are in the process of being rolled out. In the year ahead, GSM India will work with its members to realise the potential of early packet services in anticipation of the award of 3GSM licenses had been invested in India's GSM industry by mid-2000, a figure that is set to be supplemented by a further Rs. 300 billion over the next five years.

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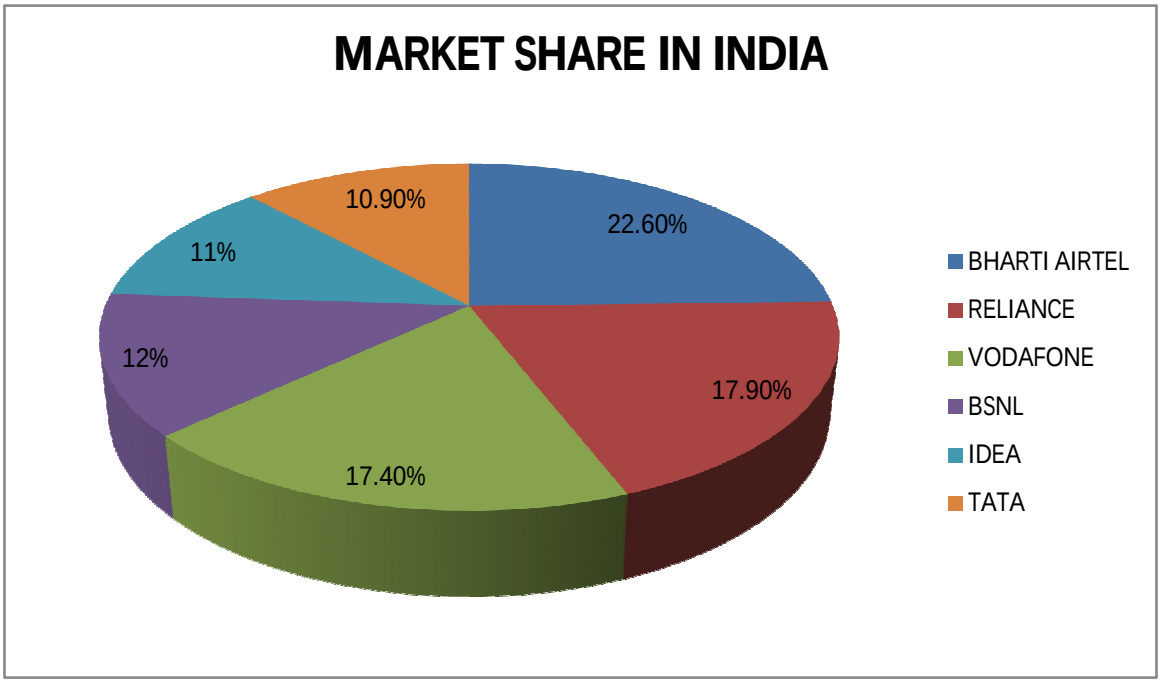
MARKET SHARE FOR ONLY INDIA

- **Bharti Airtel** – Subscribers – 22.6% while Revenue is the highest at 29.1%, saw a decline of 1.1% in the Dec quarter.
- **Reliance Communications** – Subscribers – 17.9% and Revenue of 15.2%
- **Vodafone India** – Subscribers – 17.4% and Revenue of 20.8% managed to buck the trend and gain 0.3% revenue market share.
- **BSNL** – Subscribers – 12% and Revenue of 9% is unable to arrest the downfall. Witnessed 0.5% decline in QoQ of revenue market share
- **Idea Cellular** – Subscribers – 11% and Revenue of 12.7% had a successful quarter amidst the Per Second Billing Chaos as it increased its revenue market share by 100bps during the quarter.
- **Tata Teleservices** – Subscribers at 10.9% while Revenue share was at 7.1% .
- Aircel – Performance was better as it managed to have a subscriber market share of 5.9% and a revenue market share of 4% with the latter witnessing a growth of 0.3%



D) SWOT ANALYSIS:

Environmental Analysis and information's of the organizations are separate into internal (strengths and weaknesses) and external issues (opportunities and threats). Once these issues concluded, SWOT investigation concludes what may support the firm to complete its objectives, and what difficulty should be overcome to complete the desired consequences.

1. STRENGTHS:-

- Price gain
- Present influential in superiority service
- Biggest sharing network
- Capability to continuously improvement
- Extremely skilled workers
- Commercial enthusiasm
- Airtel's improved fair play and advertise top.

2. WEAKNESSES:-

- Evidence integrity
- Price anxiety
- Call for Government sustain
- Responsiveness
- Vending and advertising

3. OPPORTUNITIES:-

- Maintain enthusiasm and dedication
- Airtel's marketplace growing at other service contributor
- Accomplish superior worth service
- Mutual trade needs to be survey
- Little dispersion level in urban.

4. THREATS:-

- Overseas deal
- Global movement
- Need inclusive equality in telecom tariff
- Other rivalry

Source: (http://www.economictimes.indiatimes.com-news/by/industry-telecom-Mobile-applications-business-to-keep-telcos).

2) INTRODUCTION OF COMPANY

BHARTI AIRTEL L.T.D

A) COMPANY PROFILE:-

VISION & PROMISES

By 2010 Airtel will be the most admired brand in India:

- Loved by more customers
- Targeted by top talent
- Benchmarked by more businesses

“We at Airtel always think in fresh and innovative ways about the needs of our customers and how we want them to feel. We deliver what we promise and go out of our way to delight the customer with a little bit more”

- ORGANISATION NAME:- BHARTI AIRTEL(TELECOMMUNICATION)
- ESTABLISHED ON 7 JULY 1995
- CHAIRMAN:-SUNIL BHARTI MITTAL
- FOUNDER:- SUNIL BHARTI MITTAL
- HEADQUARTERS:- NEW DELHI, INDIA
- AREA SERVED: - South Asian & African countries and the Channel Islands.
- PRODUCT:- MOBILENETWORK
  WIRELESS
  TELEPHONE
  INTERNET
  SATELITETELEVISION

- NO. OF SUBSCRIBER: - over the 199.610 million at the end of 2010.

Revenue: - ▲ ₹35,699.27 crore (US$7.75 billion)(2009) [1]

Operating income: - ▲ ₹14,589.33 crore (US$3.17 billion)(2009)[1]

Profit: - ▲ ₹9,426.16 crore (US$2.05 billion)(2009)[1]

Total assets: - ▲ US$ 11.853 billion (2009)[2]

Employees: - 30,000 (2010)[2]

Parent: - Bharti Enterprises (63.45%)
SingTel (32.15%)
Vodafone (4.4%)

Website: - Airtel.com

AWARDS

Bharti airtel rated as India's Best Enterprise Connectivity Provider for 2009 at the Annual Users' Choice Awards instituted by PC Quest.

Bharti airtel has been recognized as the Best Global Wholesale Carrier for 2009 at the Telecoms World Awards Middle East by Terrapin.

Airtel was rated as the 'Strongest Brand' in the Economic Times Brand Finance Brand Power Rating 2009. It is the only Corporate Brand to be awarded the AAA rating

Sunil Bharti Mittal conferred with the Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics and Management.

Airtel ranked second in the Economic Times-Brand Equity Most Trusted Brand Survey 2009.

Bharti airtel ranked India's second most valuable company, by Business Today in 2009.

Bharti airtel listed in Forbes Asia's Fabulous 50 companies, 2009 on number sixth position.

Bharti airtel was recognized as the 'Service Provider of the Year' and 'Wireless Service Provider of the Year' at the Frost & Sullivan Asia Pacific ICT Awards 2009.

Bharti airtel bagged the Best Carrier India Award and the Ovum Telco-Transformation Award at the Telecom Asia Awards 2009.

Bharti airtel was ranked sixth among the top 100 best performing technology companies in the world, compiled by Business Week for the year 2009. The company is placed ahead of global technology leaders like Apple (19), Microsoft (22) and Google (37) in this exclusive list.

Sunil Mittal received the Madras Management Association (MMA) Business Leadership Award for 2008-09 for revolutionizing Indian telecom.

Bharti airtel was selected as one of the top 10 winners of the IDC Enterprise Innovation IT Awards 2009 across APAC region for its BSS Transformation Project.

Sunil Mittal was awarded the Global Economy Prize by The Kiel Institute (Germany).

Sunil Mittal was conferred with the degree of Doctor of Laws Honorius Cause by the University of Leeds, UK.

Bharti airtel received the 'Best Content Service' Award for the airtel-IFFCO Farmer Information Dissemination Platform at the World Communications Awards in London.

B) INTRODUCTION:-

Airtel limited usually referred to simply as airtel is an Indian telecommunications company that operates in 19 countries across South Asia, Africa and the Channel Islands. It operates a GSM network in all countries, providing 2G or 3G services depending upon the country of operation. Airtel is the fifth largest telecom operator in the world with over 207.8 million subscribers across 19 countries at the end of 2010. It is the largest cellular service provider in India, with over 199.610 million subscribers at the end of 2010. Airtel is the 3rd largest in-country mobile operator by subscriber base; behind China Mobile and China Unicom... Airtel also offers fixed line services and broadband services. It offers its telecom services under the **Airtel** brand and is headed by Sunil Bharti Mittal. Bharti Airtel is the first Indian telecom service provider to achieve this Cisco Gold Certification. To earn Gold Certification, Bharti Airtel had to meet rigorous standards for networking competency, service, support and customer satisfaction set forth by Cisco. The company also provides land-line telephone services and broadband Internet access (DSL) in over 96 cities in India. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, which connects the submarine connecting Chennai and Singapore.

It is known for being the first mobile phone company in the world to outsource everything except marketing and sales and finance. Its network (base stations, microwave links, etc.) is maintained by Ericsson, Nokia Siemens Network and Hawaii., business support by IBM and transmission towers by another company (Bharti Infratel Ltd. in India). Ericsson agreed for the first time, to be paid by the minute for installation and maintenance of their equipment rather than being paid up front. This enabled the company to provide pan-India phone call rates of Rs. 1/minute (U$0.02/minute). Call rates have come down much further. During the last financial year [2009-10], Bharti has roped in a strategic partner Alcatel-Lucent to manage the network infrastructure for the Telemedia Business.

The company is structured into four strategic business units - Mobile, Telemedia, Enterprise and Digital TV. The Telemedia business provides broadband, IPTV and telephone services in 89 Indian cities. The Digital TV business provides Direct-to-Home TV services across India. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to Telco's.

C) HISTORY OF BHARTI AIRTEL

Sunil Bharti Mittal founded the Bharti Group. In 1983, Sunil Mittal was into an agreement with Germany's Siemens to manufacture the company's push-button telephone models for the Indian market. In 1986, Sunil Bharti Mittal incorporated Bharti Telecom Limited (BTL) and his company became the first in India to offer push-button telephones, establishing the basis of Bharti Enterprises. This first-mover advantage allowed Sunil Mittal to expand his manufacturing capacity elsewhere in the telecommunications market. By the early 1990s, Sunil Mittal had also launched the country's first fax machines and its first cordless telephones. In 1992, Sunil Mittal won a bid to build a cellular phone network in Delhi. In 1995, Sunil Mittal incorporated the cellular operations as Bharti Tele-Ventures and launched service in Delhi. In 1996, cellular service was extended to Himachal Pradesh. In 1999, Bharti Enterprises acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired control of Sky cell Communications, in Chennai. In 2001, the company acquired control of Spice Cell in Calcutta. Bharti Enterprises went public in 2002, and the company was listed on Mumbai Stock Exchange and National Stock Exchange of India. In 2003, the cellular phone operations were rebranded under the single Airtel brand. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti extended its network to Andaman and Nicobar.

In 2009, Airtel launched its first international mobile network in Sri Lanka. In 2010, Airtel began operating in Bangladesh and 16 African countries.

Today, Airtel is the largest cellular service provider in India and fifth largest in the world.

Worldwide Presence

Coverage map of Bharti Airtel across 19 countries

Airtel is the 5th largest mobile operator in the world in terms of subscriber base and has a commercial presence in 19 countries

Its area of operations includes:

- **3** countries in the Indian Subcontinent:

Bangladesh, India and Sri Lanka

Country	Site	Remarks
Bangladesh	bd.airtel.com	Airtel Bangladesh had about 3.2 million million customers at the end of 2010.[
India	airtel. In	Airtel is the market leader with almost 152.5 million customers at the end of 2010.
Sri Lanka	airtel.lk	Airtel Lanka commenced operations on 12 January 2009. It had about 1.8 million mobile customers at the end of 2010.[

16 countries in Africa:

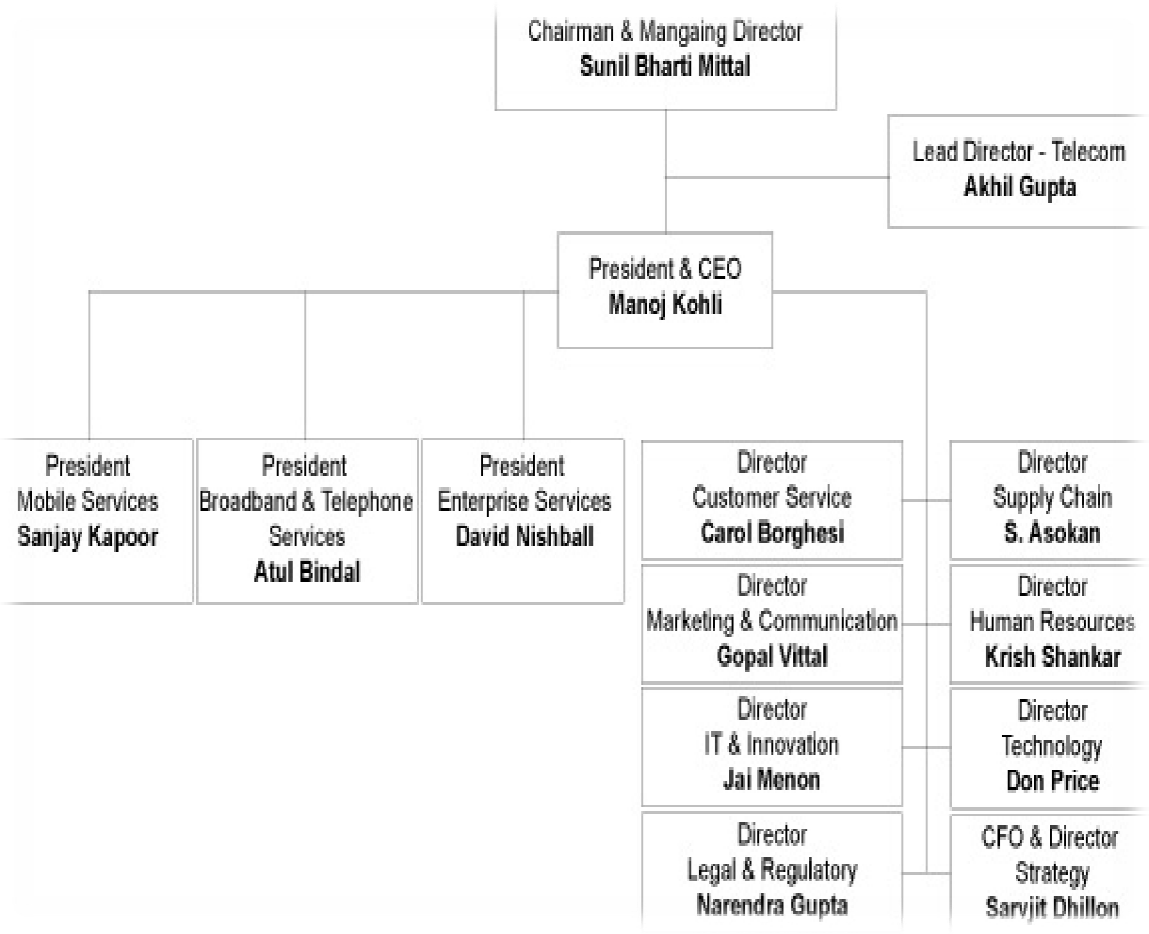
Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Madagascar, Malawi,Niger, Nigeria, Seychelles, Sierra Leone, Tanzania, Uganda and Zambia.

Channel Islands:

Jersey and Guernsey

Airtel operates on the British Crown Dependency islands of Jersey and Guernsey, under the brand name Airtel-Vodafone, through an agreement with Vodafone.

D) BHARTI AIRTEL - ORGANIZATION STRUCTURE



E) THE MILESTONE OF AIRTEL

- First and only service to be adjusted the best mobile service In the country.
- Consecutively for four years 1997,1998,1999,and 2000 by Communications world and awarded the Techies Awards.
- First to launch intelligent Network services.
- First to launch pre-paid roaming service.
- First to launch full roaming services on pre-paid.
- First to launch 32kK sim cards.
- First to launch local direct dialing facility.
- First to reach the 1 million – customer mark in a single circle.
- First to successfully conduct EDGE trials.
- First to launch a dual band network on the country.
- First to deploy voice quality enhancers to improve voice quality And acoustics
- Bharti Cellular Limited is also the first telecom company in the World to receive the ISO 9001:2000 certification from British Standards institute

- Bharti Tele-Ventures acquired an effective equity interest of 40.5% in Bharti Bobbinet (formerly Sky cell Communications), the cellular services provider in Chennai

2001

- Bharti Tele-Ventures acquired 85% and 15% in Bharti Telespatial from Bharti Telecom and Intel, respectively

2002

- Enters into a 5-year agreement with Escotel (now called Idea Cellular) and ETL of the Escorts group to contract leased line connectivity for its cellular operations

2003

- Airtel breaks interconnectivity with Tata Teleservices in Andhra Pradesh

2004

- Airtel enrolls 50,000 customers in its mobile service in 60 days
- Airtel launches GPRS services for pre-paid customers

2005

- Airtel launches video services for its GPRS customers on February 22, 2005

2006

- Airtel unveils Re 1 STD plans
- Airtel launches NetXpert.
- Airtel launches Post2Pre recharging service on April 04, 2006.
- Airtel sets up customer centre

2007

- Bharti Airtel on Feb 11 has been awarded QCI-DL Shah National Award on Economics of Quality.

2008

- Bharti Airtel Ltd on February 13, 2008 has announced that it has achieved the 60 million mobile, fixed line and broadband customers.
- Bharti Airtel tied up with US-based Apple Inc to bring the popular GSM-based iPhone in the country.

2009

- Bharti Airtel launched the 'Airtel Advantage' initiative. The initiative is aimed at offering the added advantage to Airtel customers to be in touch with each other at an affordable rate of 50 paisa per minute, be it a national long distance call (STD) or a local call.

2010

- Bharti Airtel submitted its bid for 3G spectrum auction which starts from April 9, 2010.

CHAPTER.2

PRODUCT PROFILE

CHAPTER 2:- PRODUCT PROFILE

The Company is a part of Bharti Enterprises, and is India's leading provider of Telecommunications services. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - mobile services, Broadband & telephone services (B&T) & enterprise services. The mobile Services group provides GSM mobile services across India in 23 telecom circles, while the B&T business group provides broadband & telephone services in 90 Cities. The Enterprise services group has two sub-units - carriers (long distance services) and services to corporate. All these services are provided under the Airtel brand. Its include

Voice Services
Mobile Services
Satellite Services
Managed Data & Internet Services
Managed e-Business Services
Voice Services

Bharti Airtel became the first private fixed-line service provider in India. It is now promoted under the Airtel brand. Recently, the Government opened the fixed-line Industry to unlimited competition. Airtel has subsequently started providing fixed line Services in the four circles of Delhi, Haryana, Madhya Pradesh, Karnataka, and Tamil Nadu & UP (West). Airtel Enterprise Services believes that these circles have high Telecommunications potential, especially for carrying Voice & Data traffic. These Circles were strategically selected so as to provide synergies with Airtel's long Distance network and Airtel's extensive mobile network. Airtel Enterprise Services, India's premium telecommunication service, brings to you a whole new experience in telephony. From integrated telephone services For Enterprises and small business enterprises to user-friendly plans for

Broadband Internet Services (DSL), we bring innovative, cost-effective, comprehensive and multi-product solutions to cater to all your telecom and data Needs.

Voice - Product Portfolio

Airtel Enterprise Services telephone services go beyond basic telephony to offer our users a whole host of Value Added Services as well as premium add-ons. Each telephone connection from Airtel Enterprise Services is backed by a Superior fiber-optic backbone for enhanced reliability and quality telephony. Few 9 http://www.final-yearprojects.co.cc/ www.final-yearprojects.co.cc www.troubleshoot4free.com/fyp/ Of the Value Added Services offered are Calling Line Identification, Three Party Conferencing, Dynamic Lock, Hunting Numbers, and Parallel Ringing etc. Airtel Enterprise Services Voice Services provide Free Dial-up Internet access that is bundled along with your Telephone connection from Airtel. It's fast, reliable
And gives you unlimited Internet access.

Mobile Services

Airtel's mobile footprint extends across the country in 21 telecom circles. It's Service standards compare with the very best in the world. In fact, that's how Bharti has managed to win the trust of millions of customers and makes it one of the top 5 operators in the world, in terms of service and subscriber base. The company has several Firsts to its credit: The First to launch full roaming service on pre-paid in the country. The First to launch 32K SIM cards. The First in Asia to deploy the multi band feature in a wireless network for efficient usage of spectrum. The First to deploy Voice Quality Enhancers to improve voice quality and Acoustics. The First telecom company in the world to receive the ISO 9001:2000 Certification from British Standards Institute

Satellite Services

Airtel Enterprise Services provides you connectivity where ever you take your Business Our Satellite Services bring you the benefits of access in remote Locations. Airtel Enterprise Services is a leading provider of broadband IP Satellite services and DAMA/PAMA services in India. Our

solutions support Audio, video and voice applications on demand. Satellite Services include: 10 www.final-yearprojects.co.cc www.troubleshoot4free.com/fyp/ PAMA/DAMA BIT - Internet VPN Satellite based IPLCs for redundancy reasons Managed Data & Internet Services Airtel Enterprise Services brings you a comprehensive suite of data technologies. So we are able to support all types of networks and ensure our customers can migrate their network to the future seamlessly. Our Managed Data & Internet Services make our customers future proof. Managed Data & Internet Services include:

MPLS

ATM

FR

Internet

IPLC

11 www.final-yearprojects.co.cc www.troubleshoot4free.com/fyp/Leased Lines Customized Solutions International Managed Services Metro Ethernet Managed e-Business Services Airtel Enterprise Services, offers an internationally benchmarked, carrier class Hosting, storage and business continuity services. A range of services that help to keep your business running the way you want- 24x7. Thanks to our world-class high tech Data Centers. Managed e-Business Services include: Co-lo: Dedicated and Shared BCRS Services Web hosting

CHAPTER.3

LITERATURE REVIEW

LITERATURE REVIEW

CUSTOMER ATTITUDE

It's a well known fact that no business can exist without customers. In the business of Website design, it's important to work closely with your customers to make sure the site or system you create for them is as close to their requirements as you can manage. Because it's critical that you form a close working relationship with your client, customer service is of vital importance. What follows are a selection of tips that will make your clients feel valued, wanted and loved.

CUSTOMER ATTITUDE IN 7 STEPS:-

1. Encourage Face-to-Face Dealings:

   This is the most daunting and downright scary part of interacting with a customer. It's important to meet your customers face to face at least once or even twice during the course of a project. My experience has shown that a client finds it easier to relate to and work with someone they've actually met in person, rather than a voice on the phone or someone typing into an email or messenger program. When you do meet them, be calm, confident and above all, take time to ask them what they need. I believe that if a potential client spends over half the meeting doing the talking, you're well on your way to a sale.

2. Respond to Messages Promptly & Keep Your Clients Informed:

   This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their message and you'll contact them about it as soon as possible.

3. Be Friendly and Approachable:

You can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object - it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous.

4. Have a Clearly-Defined Customer Service Policy

This may not be too important when you're just starting out, but a clearly defined customer service policy is going to save you a lot of time and effort in the long run. If a customer has a problem, what should they do? If the first option doesn't work, then what? Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell? There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site -- and anywhere else it may be useful.

5. Attention to Detail (also known as 'The Little Niceties')

Have you ever received a Happy Birthday email or card from a company you were a client of? Have you ever had a personalized sign-up confirmation email for a service that you could tell was typed from scratch? These little niceties can be time Consuming and aren't always cost effective, but remember to do them. Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or

telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

6. Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out:-

   Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

7. Honor Your Promises

   It's possible this is the most important point in this article. The simple message: when you promise something, deliver. The most common example here is project delivery dates. Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late, technology can fail and sub-contractors don't always deliver on time. In this case a quick apology and assurance it'll be ready ASAP wouldn't go amiss

CHAPTER.4

RESEARCH METHODOLOGY

1) TOOLS OF THE DATA COLLECTION

There are two type of method of data collection.

1. PRIMARY DATA
2. SECONDARY DATA

1) PRIMARY DATA:-

- Personal Interview
- Customers choice
- Telephonic questionnaire
- Marketing personnel's questionnaire

- Questionnaire for the customers:-

- Which cellular services do you use
- Which internet service use in service provider
- What type of plan you prefer prepaid post paid
- Which plan is most used by customer
- Which feature of Airtel are better than other companies

2) SECONDRY DATA:-

1. Internet
2. News papers
3. Magazine

Analysis of the obtained data will be represented in the various charts, those Will be:-

1) Graphical Charts
2) Pie charts
3) Tabulation charts

HYPOTHESIS:

The survey of the Airtel Company shows that market Share of the company will not decline in near future as it has captured 38 % Share in the market.

2) RESEARCH METHODOLOGY

- RESEARCH DESIGN

Marketing research is often concerned with the consumer attitude in The respect marketing research have drawn heavily on the behavioral Sciences such a psychology and sociology in fact the contribution of these Science to marketing research has been very significant.

- Method of data collection

Questionnaire:

This is the most popular method for conducting the survey. It helped in Collecting the information from the framed question, to get maximum Necessary data for research

3) OBJECTIVE OF THE PROJECT:-

To be globally admired for telecom services we will meet global Standards for telecom services that delight customers through:

- Customer Service Focus
- Customer attitude Focus
- Cost Efficiency
- Innovative products and services
- Error- free service delivery

4) SAMPLING PLAN:-

- SAMPLING METHOD: - CONVENIENCE METHOD.
- SAMPLE SIZE:- 100
- SAMPLING UNIT:- 102

5) RESEARCH AREA:-

KOSAMBA CITY

6) PROJECT PERIOD:-

2 MONTHS (8 WEEK)

7) LIMITATION:-

- The limitation of the research work is that there might be a chance

That only those persons might be selected who prefer Airtel services

Over another operator.

- Another major limitation of the project is that the sample size is small,

So our result can have some tolerance level.

- Thirdly, it is difficult to calculate market share of the company only

On the basis of revenue.

8) SCOPE OF THE PROJECT:-

1. To study the market share of the company
2. Services provided by the company
3. Future prospect of the business
4. Customer's expectations and companies capacity to fulfill it.

CHAPTER.5

DATA ANALYSIS & INTERPRETATION

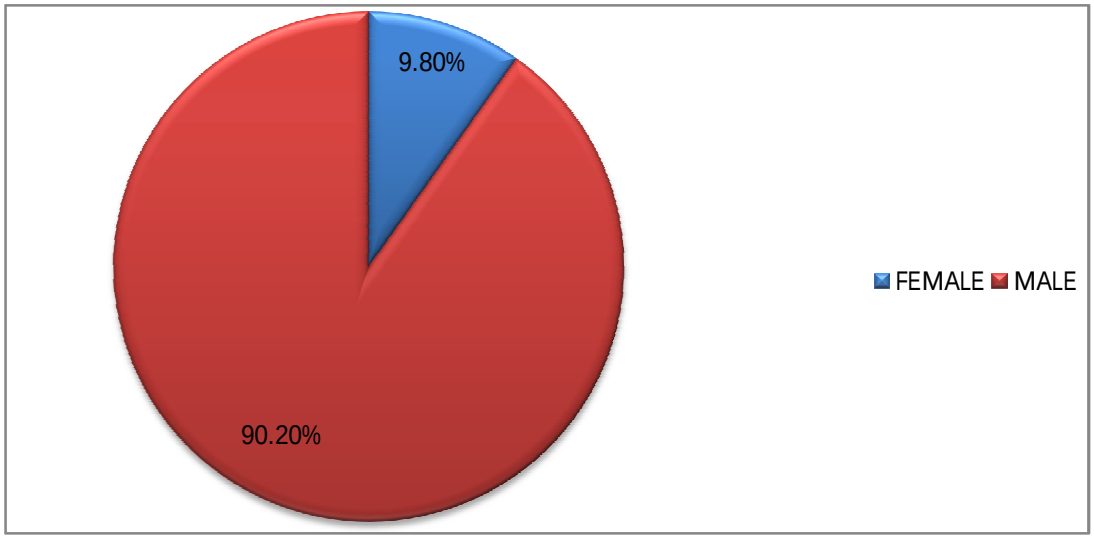
PERSONAL DETAIL

SEX: - MALE ( ) FEMALE ( )

TABLE: 1

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
MALE	92	90.20
FEMALE	10	9.80
TOTAL	102	100

CHART: 1 SEX



INTERPRETATION:-

Out of 102 samples 90.20% of the male respondent, and 9.80% female respondent.

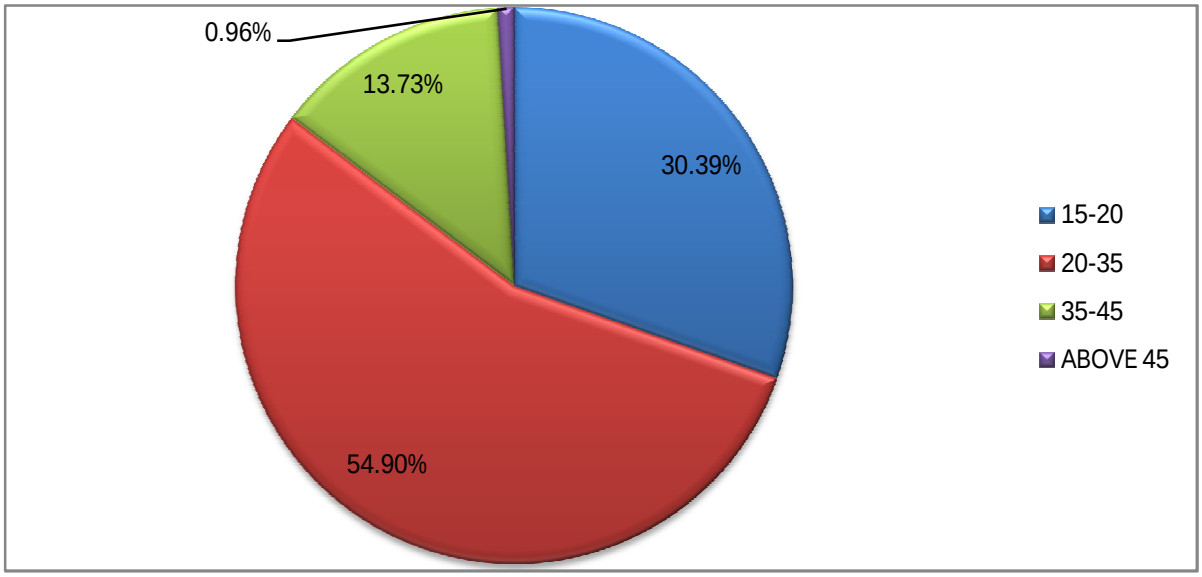
AGE:-

15-20		35-45	
20-35		ABOVE 45	

TABLE: 2

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
15-20	31	30.39
20-35	56	54.90
35-45	14	13.73
ABOVE 45	1	0.96
TOTAL	102	100

CHART: 2 AGES



INTERPRETATION:-

Out of 102 sample 30.39% respondent are between 15-20 age, and 54.90% respondent are between 20-35 age,13.73% respondent are between 35-45 age and 0.96% respondent are Above 45.

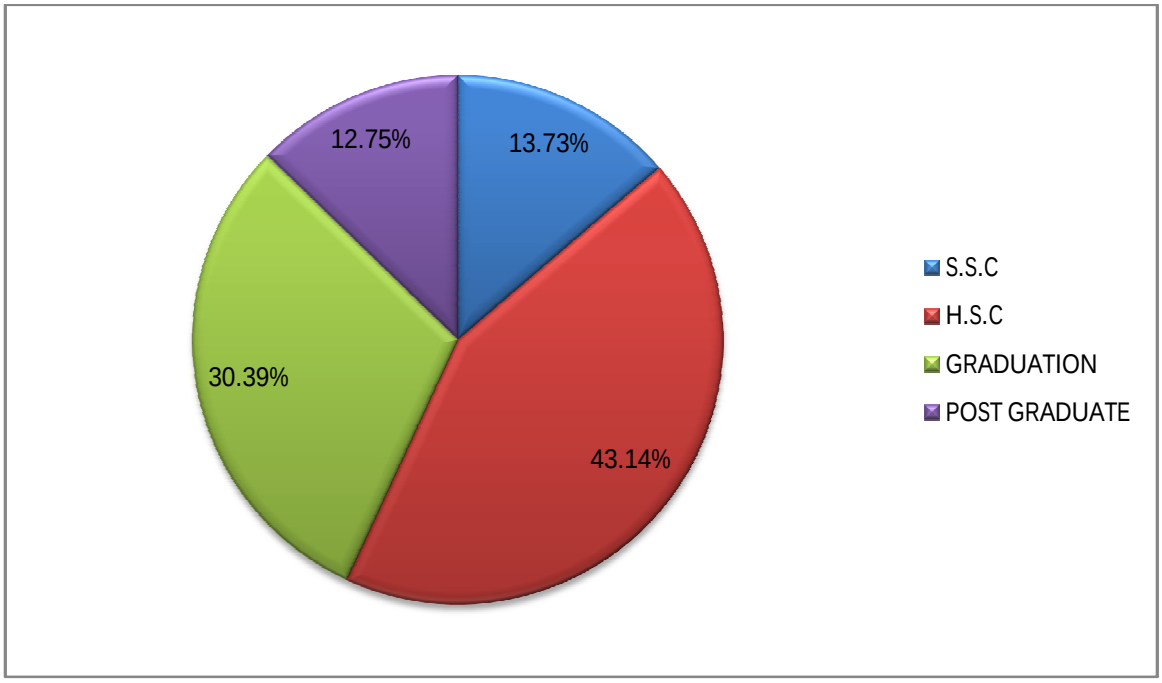
EDUCATION:-

S.S.C		H.S.C	
GRADUATION		POSTGRADUATE	

TABLE: 3

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
S.S.C	14	13.73
H.S.C	44	43.14
GRADUATION	31	30.39
POSTGRADUATE	13	12.75
TOTAL	102	100

CHART: 3 EDUCATIONS



INTERPRETATION:-

Out of 102 sample 13.73% respondent education is S.S.C, 43.14% respondent education is H.S.C, 30.39% respondent education is GRADUATION and 12.75% respondent education is POST GRADUATE.

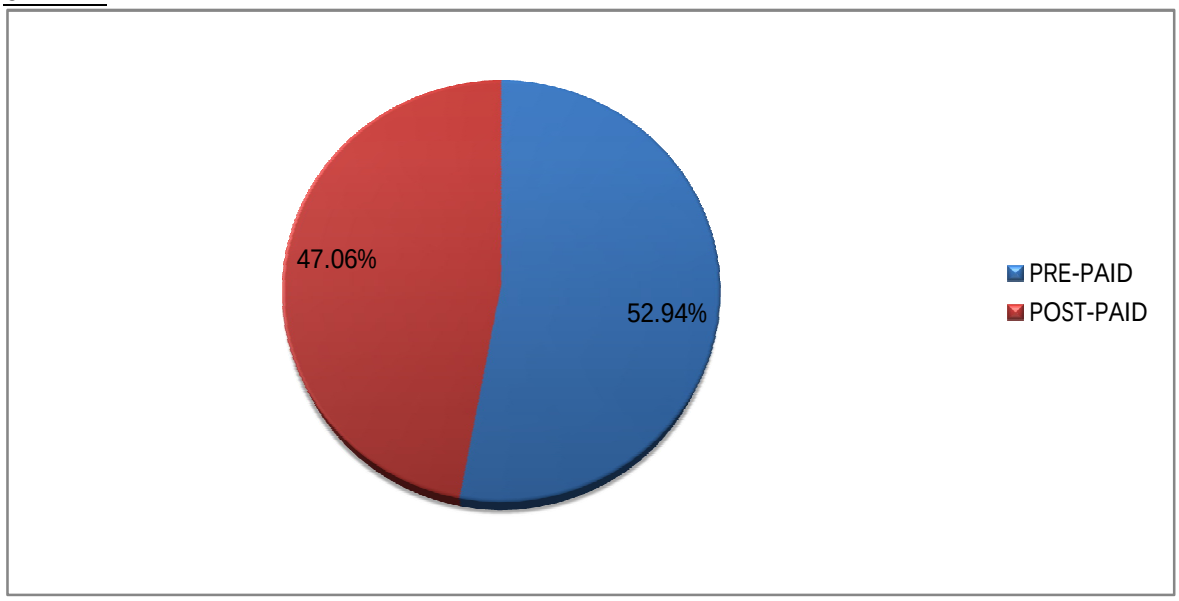
QUESTIONNAIRE:-

1) Which service do you use in airtel GSM service provider?
   ( ) pre-paid ( ) post-paid

TABLE: 4

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
PRE-PAID	54	52.94
POST-PAID	48	47.06
TOTAL	102	100

CHAT: 4



INTERPRETATION:-

Out of 102 sample 52.94% of the customers are using pre-paid and 47.06% customers are using post-paid service provider.

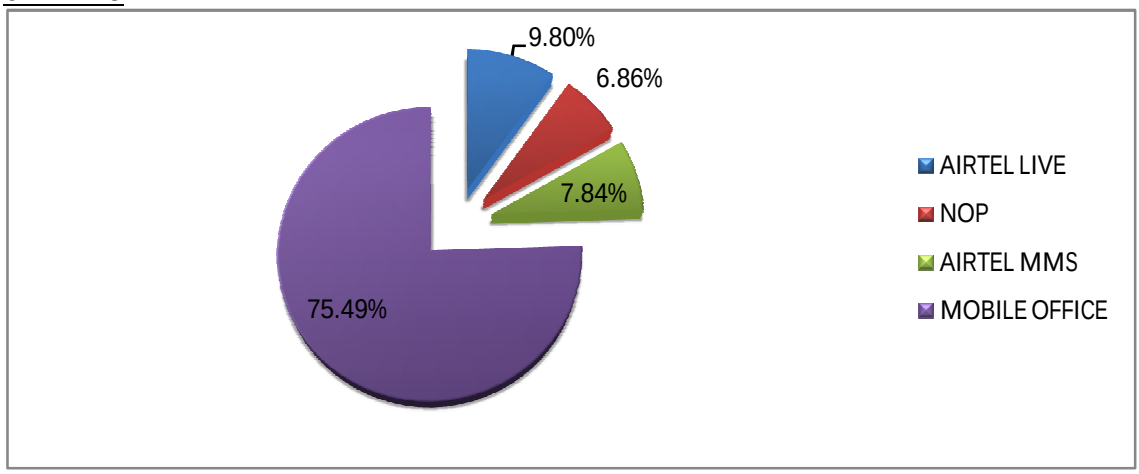
2) Which internet service you use in current service provider?

Airtel live	( )	Nop	( )
Airtel mms	( )	Mobile office	( )

TABLE: 5

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
MOBILE OFFICE	77	75.49
AIRTEL LIVE	10	9.80
AIRTEL MMS	8	7.84
NOP	7	6.86
TOTAL	102	100

CHART: 5



INTERPRETATION:-

Out of 102 samples 75.49% customer are using a mobile office internet service, 9.80% customer are using an airtel live internet service, 7.84% customer are using a airtel mms internet service and 6.86% customer are using a NOP internet service.

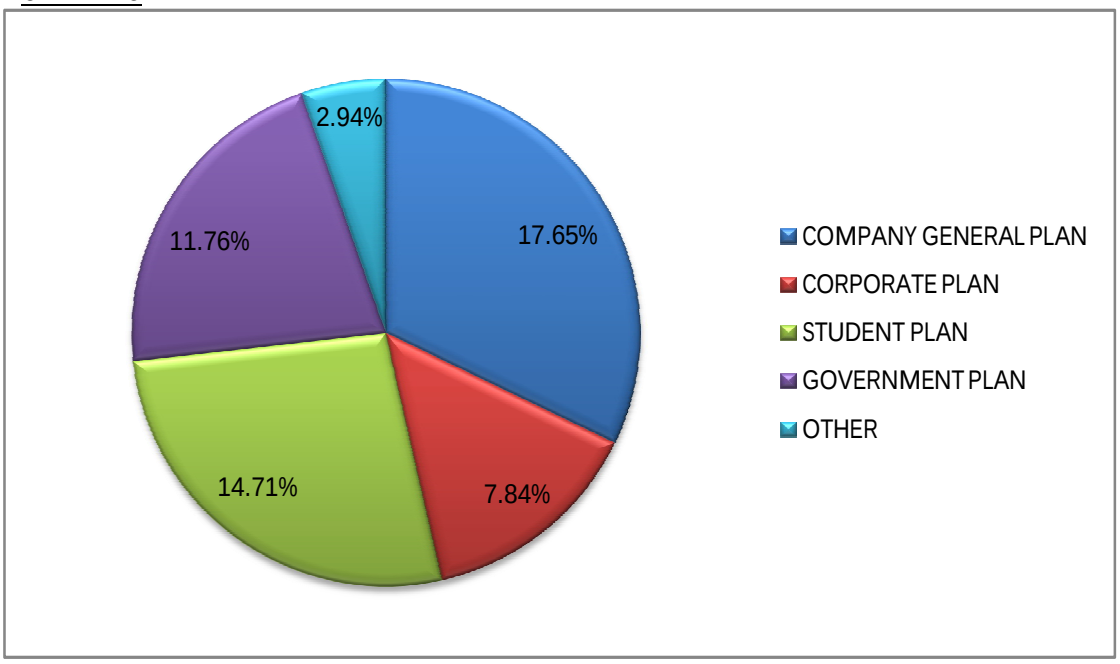
3) If post paid then which type of post paid plan you use?

( ) Company general plan ( ) corporate plan ( ) Student plan
( ) Government plan ( ) other

TABLE: 6

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
Company general plan	18	17.65
Student plan	15	14.71
Government plan	12	11.76
corporate plan	8	7.84
other	3	2.94
TOTAL	102	100

CHART: 6



INTERPRETATION:-

Out of 102 sample 17.65% post-paid customers are using a company general plan, 14.71% post-paid user is using a student plan, 11.76% post-paid customer using a government plan, 7.84% are using a corporate plan and 2.94% post-paid customer are using a other plan.

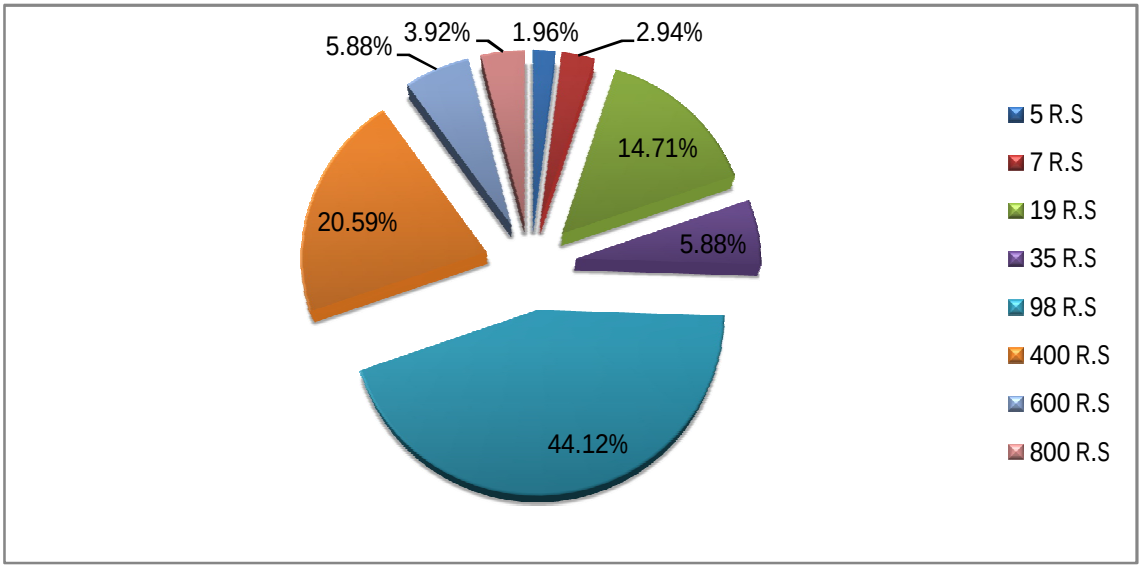
4) How much do you spend on internet?

Cost (rs)	mark	Cost (rs)	mark
5		98	
7		400	
19		600	
35		800	

TABLE: 7

PARTICULER (R.S)	NO. OF SPENDER	PERCENTEGE
5 R.S	2	1.96
7 R.S	3	2.94
19 R.S	15	14.71
35 R.S	6	5.88
98 R.S	45	44.12
400 R.S	21	20.59
600 R.S	6	5.88
800 R.S	4	3.92
TOTAL	102	100

CHART: 7



INTERPRETATION:-

This question gives the opinion of customer in sector of how much spend on internet, out of the 102 respondents 1.96% customers opted for 5 R.S, 2.94%customers opted for 7 R.S, 14.71% customers opted for R.S 19, and 5.88% customers are opted for R.S 35, 44.12% customers opted for R.S 98, 20.59% customers opted for 400 R.S, 5.88% customers opted for 600 R.S, and 3.92% customers are opted for R.S 800.

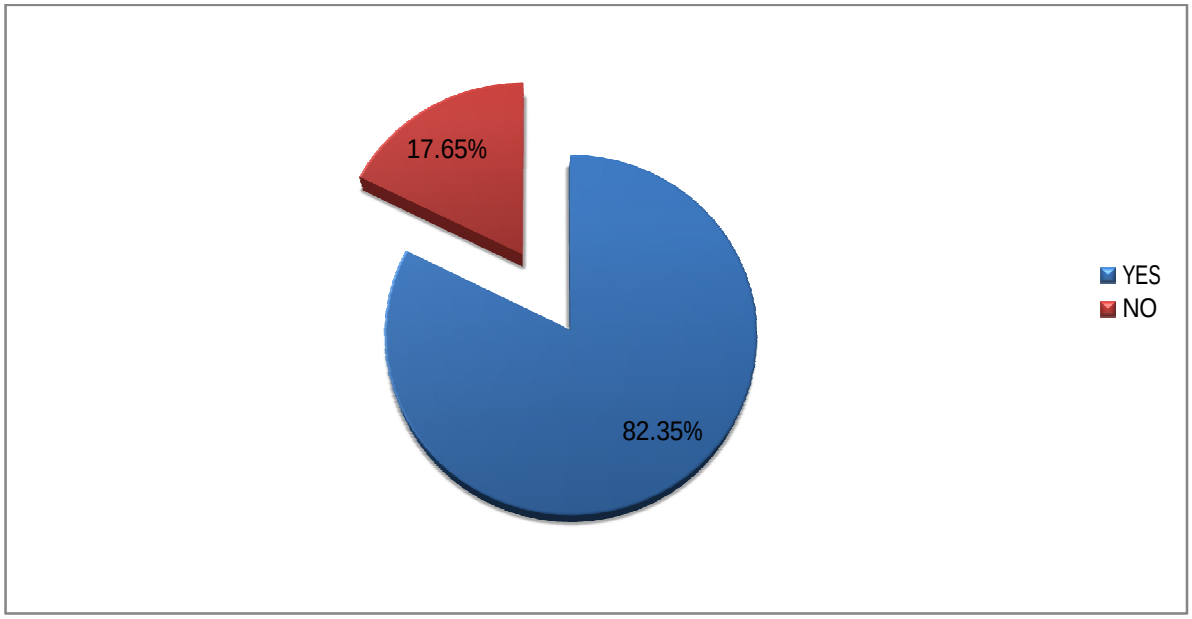
5) Are you aware about airtel internet service plan?

Yes ( ) no ( )

TABLE: 8

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
YES	84	82.35
NO	18	17.65
TOTAL	102	100

CHART: 8



INTERPRETATION:-

Out of 102 respondents 82.35% of the customers opted for yes which says that they are aware about airtel internet service plan and 17.65% respondents are not aware about airtel internet service plan.

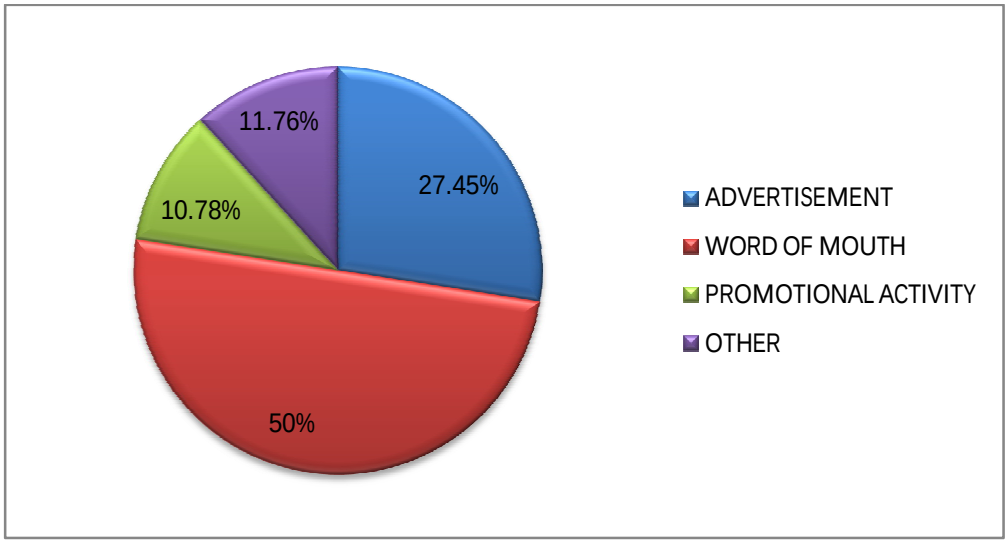
6) How you came to know the schem/service that you use?

( ) advertisement ( ) word of mouth
( ) promotional activity ( ) other

TABLE: 9

PRTICULER	NO. OF RESPONDENT	PERCENTEGE
ADVERTISEMENT	28	27.45
WORD OF MOUTH	50	50
PROMOTIONAL ACTIVITY	11	10.78
OTHER	12	11.76
TOTAL	102	100

CHART: 9



INTERPRETATION:-

Out of 102 respondents 27.45% respondents opted came to know the schem/service from advertisement, 50% respondents are opted came to know the schem/service from word of mouth, 10.78% respondents opted came to know the schem/service from promotional activity, and 11.76% respondents are opted came to know the schem/service from other.

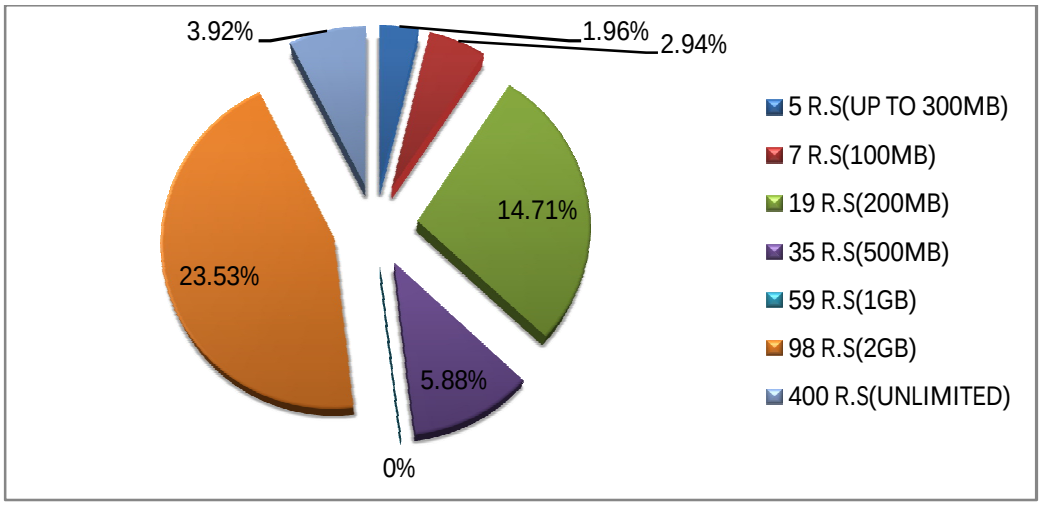
7) In this following table which plan you use? (For pre-paid user)

Mrp (rs)	Internet surfing	validity	mark
5	Up to 300mb	1 day	
7	100mb	1 day	
19	200mb	3 day	
35	500 mb	7day	
59	1gb	15day	
98	2gb	30 day	

TABLE: 10

PARTICULER (R.S)	NO. OF RESPONDENT	PERCENTEGE
5	2	1.96
7	3	2.94
19	15	14.71
35	6	5.88
59	0	0
98	24	23.53
400	4	3.92
TOTAL	102	100

CHART: 10



INTERPRETATION:-

This question analysis the plan of internet for pre-paid user use in airtel by the current market scenario out of 102 respondents 1.96% customers opted 5 R.S, 2.94% customer opted 7 R.S, 14.71% customer opted for R.S 19, 5.88% customers are opted for 35 R.S, 0% customers opted for 59 R.S, 23.53% customers opted for R.S 98, 3.92% customers opted for 400 R.S.

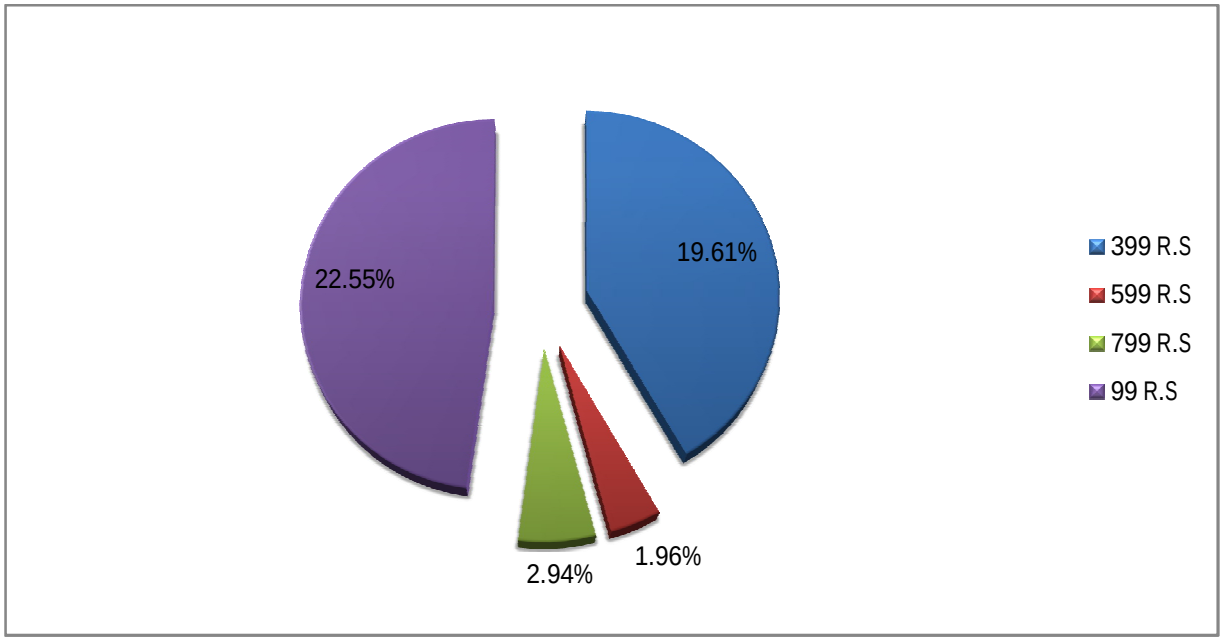
8) In this following table which plan you use? (For post-paid user)

Plan(monthly)	Mrp(rs)	Internet surfing	mark
1	399	100mb,rs.5 per extra mb	
2	599	1gb, rs.3per extra mb	
3	799	1.5gb, rs.3per extra mb	
4	99	unlimited	

TABLE: 11

PRTICULER (R.S)	NO. OF RESPONDENT	PERCENTEGE
399	20	19.61
599	2	1.96
799	3	2.94
99	23	22.55
TOTAL	102	100

CHART: 11



INTERPRETATION:-

This question analysis the plan of internet for post-paid user use in airtel by the current market scenario out of 102 respondent's 19.61% customer opted for R.S 399, 1.96% customers opted for 599 R.S, 2.94% customers are opted for R.S 799, and 22.55% customers are opted for R.S 99.

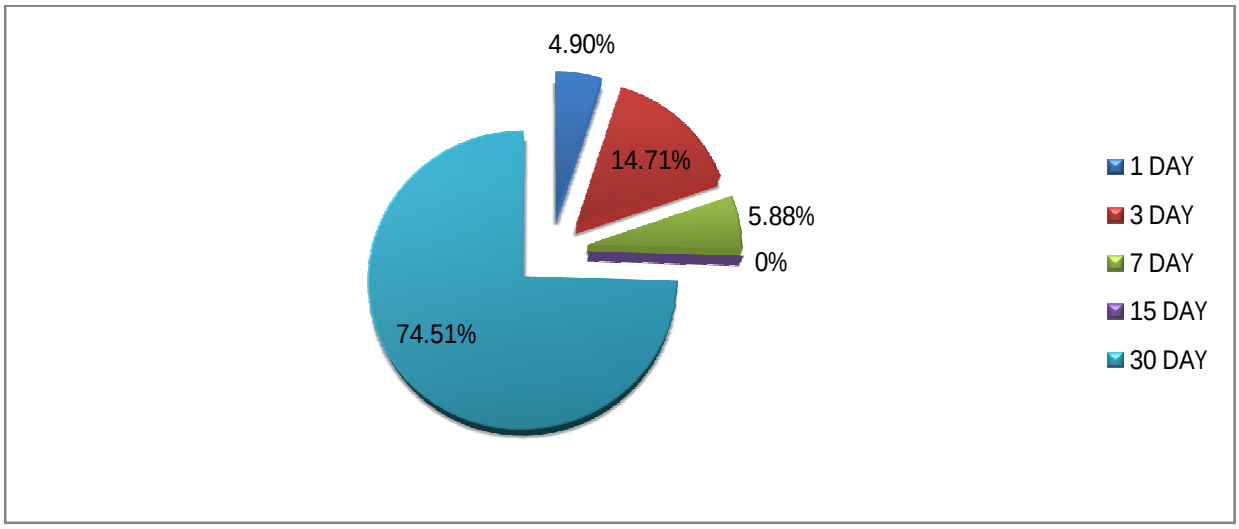
9) Which plan is most of used by you?

( ) 1day
( ) 3 day
( ) 7day
( ) 15day
( ) 30 day

TABLE: 12

PRTICULER	NO. OF RESPONDENT	PERCENTEGE
1 DAY	5	4.90
3 DAY	15	14.71
7 DAY	6	5.88
15 DAY	0	0
30 DAY	76	74.51
TOTAL	102	100

CHART: 12



INTERPRETATION:-

This question helps us to find out the opinion of customers on most of used internet plan, on which they are interested out of 102 respondents 4.90% customers opted for 1 day, 14.71% customers opted for 3 days, and 5.88% customers opted for 7 days, 0% customers opted for 15 days,74.51% customers are opted for 30 days.

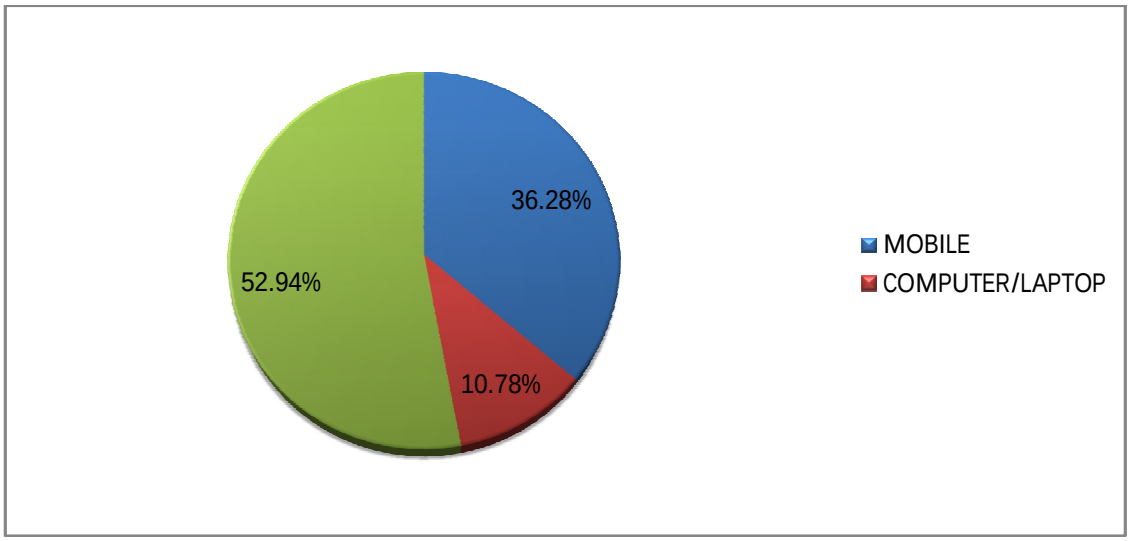
10) Which medium through use above plan?

( ) mobile ( ) both
( ) computer/laptop

TABLE: 13

PRTICULER	NO. OF RESPONDENT	PERCENTEGE
MOBILE	37	36.275
COMPUTER/ LAPTOP	11	10.784
BOTH	54	52.941
TOTAL	102	100

CHART: 13



INTERPRETATION:-

This question helps us to find out the opinion of customers on medium of using internet, they are interested out of 102 respondent 36.275% customers are opted for mobile, and 10.784% customers opted for computer/laptop, and 52.941% customers are opted for both.

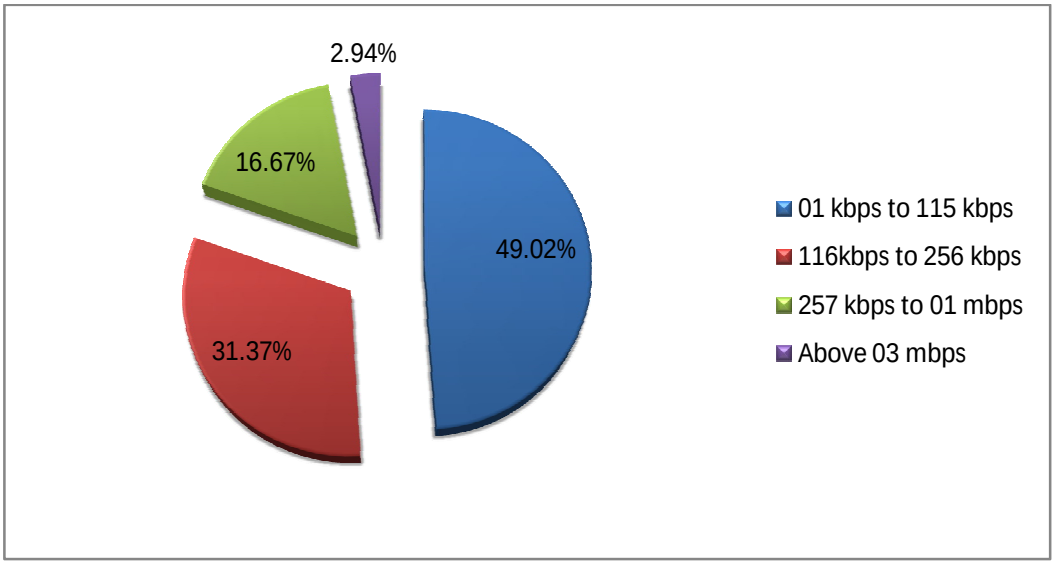
11) How maximum speed you obtain?

( ) 01kbps to 115 kbps ( ) 116kbps to 256 kbps
( ) 257kbps to 01mbps ( ) Above 03 mbps

TABLE: 14

PRTICULER	NO. OF RESPONDENT	PERCENTEGE
01kbps to 115 kbps	50	19.02
116kbps to 256 kbps	32	31.37
257kbps to 01mbps	17	16.67
Above 03 mbps	3	2.94
TOTAL	102	100

CHART: 14



INTERPRETATION:-

Out of 102 respondent 19.02% customers are obtain speed 01kbps to 115 kbps, 31.37% customers are obtain speed 116 kbps to 256 kbps, 16.67% customers are obtain speed 257 kbps to 01 mbps, 2.94% customers are obtain speed above 03 mbps.

12) What are the benefits for you are using internet? (Please mention a rank)

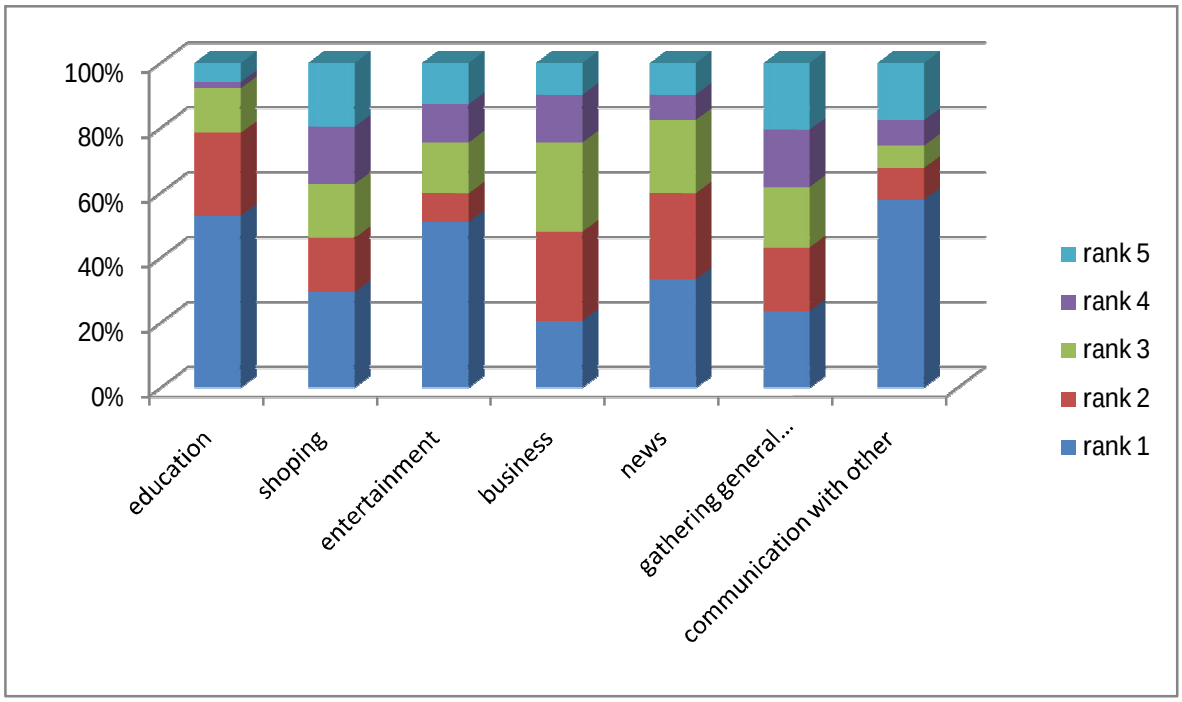
Sr no	BENEFITS	1	2	3	4	5
A	Education					
B	Shopping					
C	Entertainment					
D	Business					
E	News					
F	Gathering general information					
G	Communication with other					

TABLE: 15

PARTICULER	NO. OF RESPONDENT(RANKING)					PERCENTEGE				
BENEFITS	1	2	3	4	5	1	2	3	4	5
Education	54	26	14	2	6	52.94	25.49	13.73	1.96	5.88
Shopping	30	17	17	18	20	29.41	16.67	16.67	17.65	19.61
Entertainment	52	9	16	12	13	50.98	8.82	15.69	11.76	12.75
Business	21	28	28	15	10	20.59	27.45	27.45	14.71	9.80

News	34	27	23	8	10	33.33	26.47	22.55	7.84	9.80
Gathering general information	24	20	19	18	21	23.53	19.61	18.63	17.65	20.59
Communication with other	59	10	7	8	18	57.84	9.80	6.86	7.84	17.65

CHART: 15



INTERPRETATION:-

This question helps us to find out the opinion of customers on benefits of using internet by ranking, out of 102 respondents 52.94% customers opted for 1st rank in education, 25.49% customers opted for 2 rank in education, 13.73% customers opted for 3 rank in education, 1.96% customers opted for 4 rank in education, 5.88% customers opted for 5 rank in education.

29.41% customers are opted for 1 rank in shopping, 16.67% customers are opted for 2 ranks in shopping, 16.67% customers are opted for 3 ranks in shopping, and 17.65% customers are opted for 4 ranks in shopping, 19.61% customers are opted for 5 ranks in shopping.

50.98% customers are opted for 1 rank in Entertainment, 8.82% customers are opted for 2 rank in Entertainment, 15.69% customers are opted for 3 rank in Entertainment, 11.76% customers are opted for 4 rank in Entertainment, 12.75% customers are opted for 5 rank in Entertainment.

20.59% customers are opted for 1 rank in Business, 27.45% customers are opted for 2 rank in Business, 27.45% customers are opted for 3 rank in Business, 14.71% customers are opted for 4 rank in Business, 9.80% customers are opted for 5 rank in Business.

33.33% customers are opted for 1 rank in News, 26.47% customers are opted for 2 rank in News, 22.55% customers are opted for 3 rank in News, 7.84% customers are opted for 4 rank in News, 9.80% customers are opted for 5 rank in News.

23.53% customers are opted for 1 rank in Gathering general information, 19.61% customers are opted for 2 rank in Gathering general information, 18.63% customers are opted for 3 rank in Gathering general information, 17.65% customers are opted for 4 rank in Gathering general information, 20.59% customers are opted for 5 rank in Gathering general information.

57.84% customers are opted for 1 rank in Communication with other, 9.80% customers are opted for 2 rank in Communication with other, 6.86% customers are opted for 3 rank in Communication with other, 7.84% customers are opted for 4 rank in Communication with other, 17.65% customers are opted for 5 rank in Communication with other.

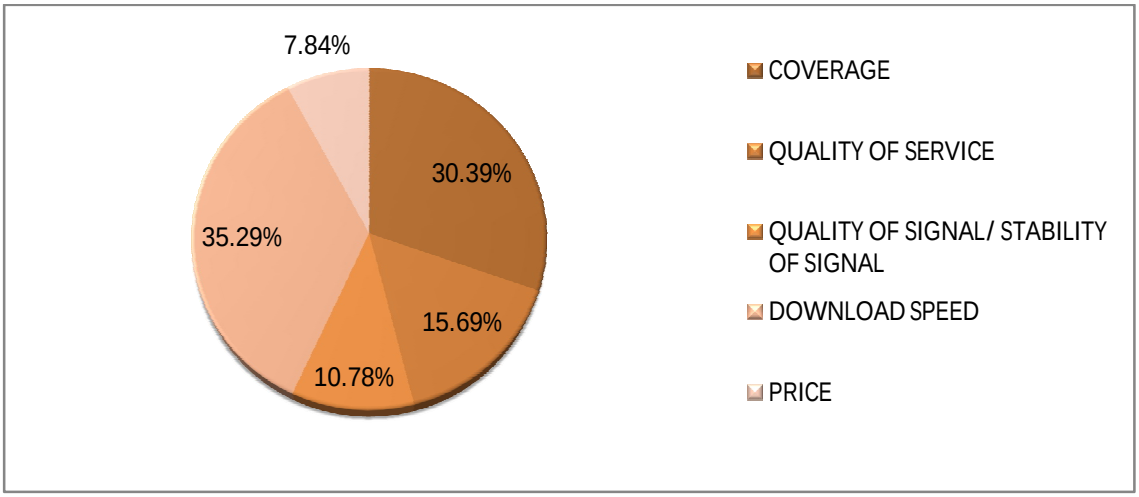
13) What is problem in using internet?

Sr no	problem	mark
A	Coverage	
B	Quality of service	
C	Quality of signal/ stability of signal	
D	Download speed	
E	price	

TABLE: 16

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
Coverage	31	30.392
Quality of service	16	15.686
Quality of signal/ stability of signal	11	10.784
Download speed	36	35.294
price	8	7.843
TOTAL	102	100

CHART: 16



INTERPRETATION:-

This question helps us to find out the opinion of customers on problem of using internet, out of 102 respondent 30.392% customers opted for coverage problem, 15.686% customers are opted for problem of quality of service, 10.784% customer opted for problem of quality of signal/stability of signal, 35.294% customers are opted for problem of download speed, and 7.843% customers are opted for price.

14) Are you satisfy with your current internet service provider?

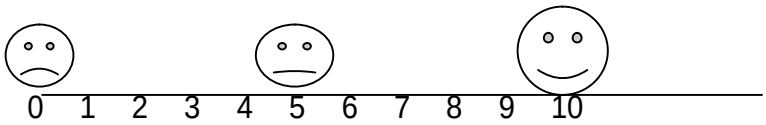
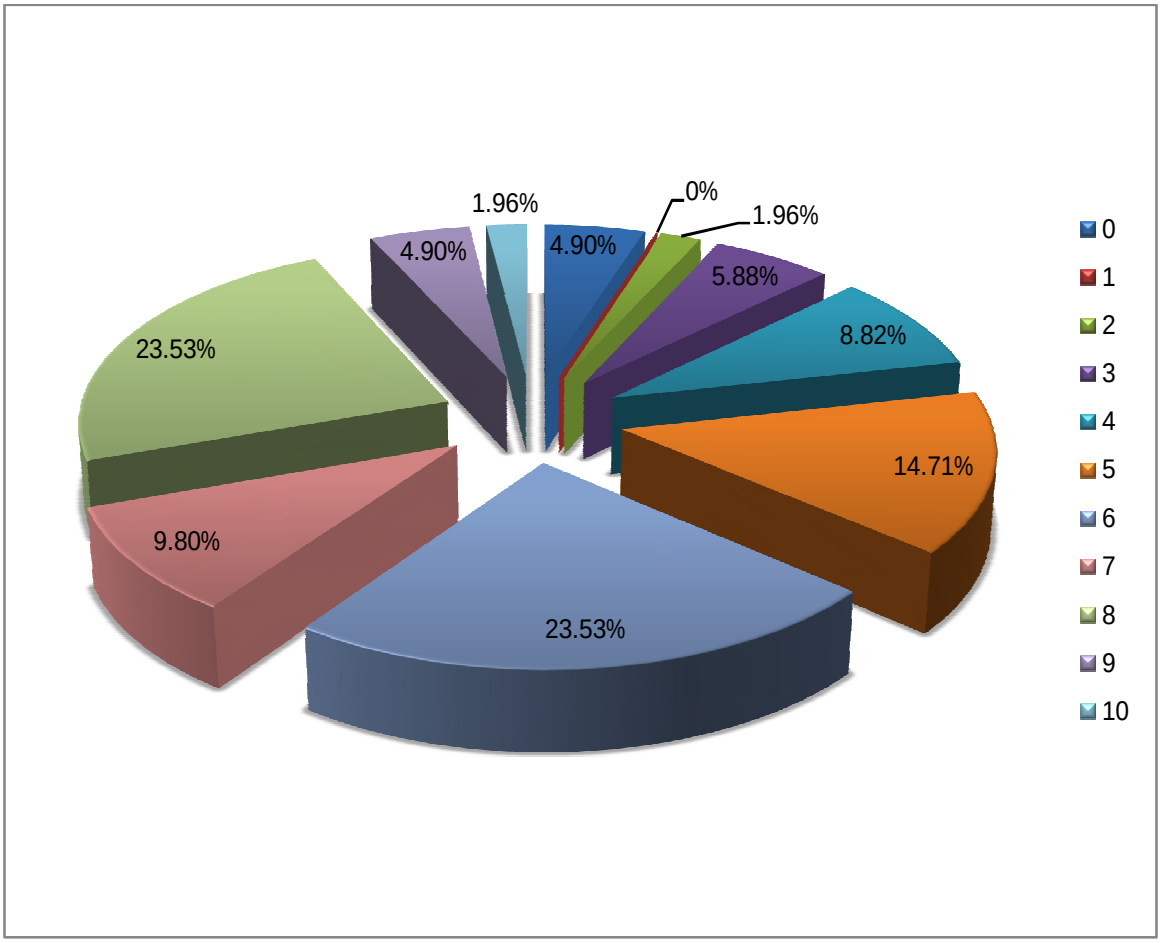


TABLE: 17

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
0	5	4.90
1	0	0
2	2	1.96
3	6	5.88
4	9	8.82
5	15	14.71
6	24	23.53
7	10	9.80
8	24	23.53
9	5	4.90
10	2	1.96
TOTLE	102	100

CHART: 17



INTERPRETATION:-

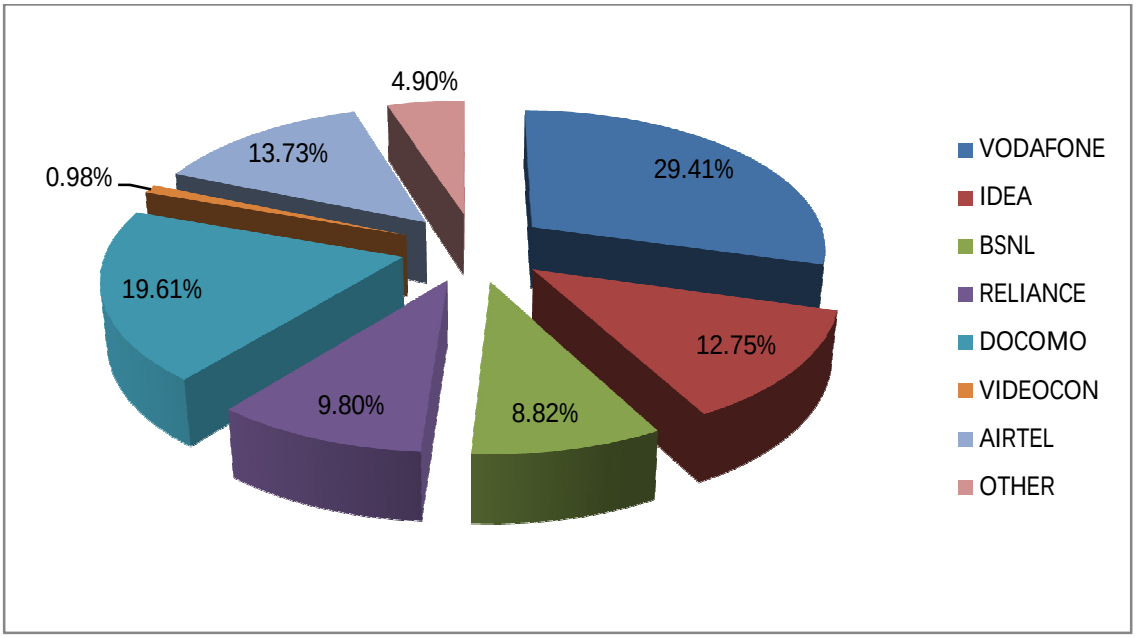
The customer service is the most important aspect in the telecom industry which laid a bridge between the company and the customer to solve their problems and to take their valuable suggestions. Out of 102 respondent in my survey 4.90% customers opted for dissatisfied (0),0% customer opted for 1 in satisfied & dissatisfied graph, 1.96% customers are opted for 2 in satisfied & dissatisfied graph, 5.88% customers are opted for 3 in satisfied & dissatisfied graph, 8.82% customers opted for 4 in satisfied & dissatisfied graph , 14.71% customers are opted for 5 in satisfied & dissatisfied graph, 23.53% customers opted for 6 in satisfied & dissatisfied graph, 9.80% customers opted for 7 in satisfied & dissatisfied graph, 23.53% customers opted for 8 in satisfied & dissatisfied graph, 4.90% customers opted for 9 in satisfied & dissatisfied graph , and 1.96% customers are opted for 10 in satisfied & dissatisfied graph.

15) Which service provider you use next time?
( ) Vodafone ( ) idea ( ) BSNL ( ) reliance ( ) docomo ( ) Videocon ( ) airtel
( ) other

TABLE: 18

PARTICULER	NO. OF RESPONDENT	PERCENTEGE
Vodafone	30	29.41
Idea	13	12.75
BSNL	9	8.82
Reliance	10	9.80
Docomo	20	19.61
Videocon	1	0.98
Airtel	14	13.73
other	5	4.90
TOTAL	102	100

CHART: 18



INTERPRETATION:-

This question helps us to find out the opinion of the customers on the other networks on which they are interested out of 102 respondents 29.41% customers opted for Vodafone, 12.75% customers are opted for idea, 8.82% customers opted for BSNL, 9.80% customers opted for reliance, 19.61% customers are opted for docomo, 0.98% customers opted for Videocon, 13.73% customers are opted for again airtel and 4.90% customers are opted for other.

CHAPTER.6

FINDINGS

Findings

- Few years back mobile connections were not common among the customer. But with the mobile revolution now we can find almost every customer with mobile phone.
- T.V. and internet are the best media advertisements that put more impact on the customer buying decisions.
- Maximum numbers of respondents were attracted towards the coverage facility and the least like the roaming services.
- Mostly the customers are satisfied with the services provided by the Airtel.
- Most of the customers are prefer prepaid connections than postpaid connections in sample size.
- Mostly the Youth don't use their mobile services beyond making calls and text messages.
- Mostly the youth does use their mobile service provider beyond making a web access, surfing & also downloads the files.
- Customers are dissatisfied with its coverage problem & downloading speed in my sample size.
- Most of customers are using mobile office rather than other airtel service in internet service.
- Respondents are most of 98 R.S spend behind internet rather than other service.
- Mostly customers are use internet for benefit of education, entertainment & gathering general information & also communication with other.
- In sample size, mostly customer need to improving download speed & coverage problem.
- 29.41% customers are opted for Vodafone service provider using next time, its highest in sample size.
- Vodafone is big competitor of airtel service provider.

SUGGESTIONS

- Mobile service providers should provide the web access at cheaper cost.
- Telecom market is quite competitive so mobile service providers should provide the services at cheaper cost.
- Mobile service providers should focus on providing better network coverage.
- Mobile service providers should also start providing 3G technology in Rural as well as Urban areas.
- Mobile service providers should provide various schemes for their existing customers.
- Tariff plan for STD and ISD calls should be reduced.
- Mobile service providers should improve the downloading & surfing speed in web access.

Recommendation

Improvement in network coverage:

During the study it is observed that few customers of Airtel complained about poor network in these towns. It was also found poor network in prime areas like nearby bus stand and available only few kilometers around the towns. This problem can be resolved by installing high strength of towers.

Reduction in pulse rates:

Airtel charges its customers Rs.1 per minute when they make calls to other mobile

Phones while other service provider charges less than Re.1. This problem can be resolved by bringing down calls rating equivalently to its competitors.

Clear tariff plans:

Airtel is offering various tariff plans under various names. During the study it is

Observed that people are confused about the tariff plans. Therefore efforts should be put in educating the customers on tariff plans at the point of purchase.

Customers meet:

Most of the customers have the problems relating problems like handsets, service and network etc. In order to resolve this problem regular customers meet can be arranged in these towns where customers can seek solutions for their problems.

Improvement in download speed & stability of signal:

Most of the customers have problems related the download speed & quality of service & also stability of signal in sample area, so improving this sector is needed.

LIMITATIONS OF THE STUDY

- The research will be conducted in a limited area.
- The internet information can be irrelevant.
- Time will be a major constraint.
- Smaller sample may not always give better results. Sample may not be true representative of the whole population.
- The possibility of biased responses can't be ruled out.
- Lack of availability of full information.
- Lack of interest of respondents.

CONCLUSION

Telecom sector is booming sector. Its market is quite competitive in Aligarh with so many companies venturing here. Most of the customers are associated with Airtel due to its good connectivity & coverage. Vodafone & idea has lost its market share due to its low good connectivity & coverage. Portability of number is the demand of customers from companies' side.

We are concluding that the brand image of airtel is very good in the customers mind so that they are competing other players.

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- www.airtel.com
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- http://www.scribd.com/
- Pakistan mba.com

APPENDICES:

QUESTIONNAIRE:-

Dear sir/madam,

I am a student of B.B.A 6th semester at ''SHRI MANILAL KADAKIA COLLEGE OF MANAGEMENT & COMPUTER STUDIES'' doing a project on '' CUSTOMER ATTITUDE TOWARDS AIRTEL GSM INTERNET SERVICE IN KOSAMBA CITY'', I would be highly obliged if you help me in filling the questionnaire as it is a part of my training Project.

PERSONAL DETAIL

NAME:-_____

SEX: - MALE ( ) FEMALE ( )

AGE:-

15-20		35-45	
20-35		ABOVE 45	

EDUCATION:-

S.S.C		H.S.C	
GRADUATION		POSTGRADUATE	

CONTACT NO: - _____

1) Which service do you use in airtel GSM service provider?

( ) pre-paid ( ) post-paid

2) Which internet service you use in current service provider?

Airtel live ( ) Nop ( )

Airtel mms ( ) Mobile office ( )

3) If post paid then which type of post paid plan you use?

( ) Company general plan ( ) corporate plan ( ) Student plan

( ) Government plan ( ) other

4) How much do you spend on internet?

Cost (rs)	mark	Cost (rs)	mark
5		98	
7		400	
19		600	
35		800	

5) Are you aware about airtel internet service plan?

Yes ( ) no ( )

6) How you came to know the schem/service that you use?

( ) advertisement ( ) word of mouth

( ) promotional activity ( ) other then mention

7) In this following table which plan you use? (for pre-paid user)

Mrp (rs)	Internet surfing	validity	mark
5	Up to 300mb	1 day	
7	100mb	1 day	
19	200mb	3 day	
35	500 mb	7day	
59	1gb	15day	
98	2gb	30 day	
400	unlimited	30 day	

8) In this following table which plan you use? (for post-paid user)

Plan(monthly)	Mrp(rs)	Internet surfing	mark
1	399	100mb,rs.5 per extra mb	
2	599	1gb, rs.3per extra mb	
3	799	1.5gb, rs.3per extra mb	
4	99	unlimited	

9) Which plan is most of used by you?

( ) 1day ( ) 15day

( ) 3 day ( ) 30 day

( ) 7day

10) Which medium through use above plan?

( ) mobile ( ) both
( ) computer/laptop

11) How maximum speed you obtain?

( ) 01kbps to 115 kbps ( ) 116kbps to 256 kbps
( ) 257kbps to 01mbps ( ) Above 03 mbps

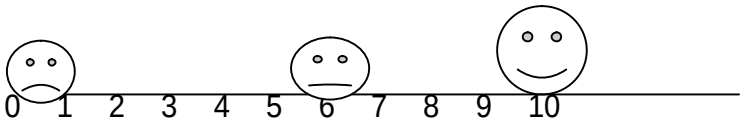
12) What are the benefits for you are using internet

Sr no	BENEFITS	1	2	3	4	5
A	Education					
B	Shopping					
C	Entertainment					
D	Business					
E	News					
F	Gathering general information					
G	Communication with other					

13) What is problem in using internet?

Sr no	problem	mark
A	Coverage	
B	Quality of service	
C	Quality of signal/ stability of signal	
D	Download speed	
E	price	

14) Are you satisfy with your current internet service provider?



15) Which service provider you use next time?

( ) Vodafone ( ) idea ( ) BSNL ( ) reliance ( ) docomo ( ) airtel
( ) Videocon ( ) other then mention

SYNOPSIS

NAME: - FANASIA VIRAL .H.

ROLL NO:- 17

CLASS:- TY B.B.A(6TH SEM)

COLLEGE NAME:- SHRI MANILAL KADAKIA COLLEGE OF MANAGEMENT &

COMPUTER STUDIES,ANKLESHWAR-393 001

1) TOPIC: - Customer attitude towards airtel GSM internet service in kosamba city.

2) ABOUT THE ORGANISATION:-

- ORGANISATION NAME:- BHARTI AIRTEL(TELECOMMUNICATION)
- ESTABLISHED ON 7 JULY 1995
- CHAIRMAN:-SUNIL BHARTI MITTAL
- FOUNDER:- SUNIL BHARTI MITTAL
- HEADQUARTERS:- NEW DELHI, INDIA
- AREA SERVED: - South Asian & African countries and the Channel Islands.
- PRODUCT:- MOBILENETWORK
  WIRELESS
  TELEPHONE
  INTERNET
  SATELITETELEVISION

- NO. OF SUBSCRIBER: - over the 199.610 million at the end of 2010.

3) TOOLS OF THE DATA COLLECTION

There are two type of method of data collection.
1. PRIMARY DATA
2. SECONDARY DATA

1) PRIMARY DATA:-

- Personal Interview
- Customers choice
- Telephonic questionnaire
- Marketing personnel's questionnaire
- Questionnaire for the customers:-

- Which cellular services do you use
- Which internet service use in service provider
- What type of plan you prefer prepaid post paid
- Which plan is most used by customer
- Which feature of Airtel are better than other companies

2) SECONDRY DATA:-

1. Internet
2. News papers
3. Magazine

Analysis of the obtained data will be represented in the various charts, those Will be:-

1) Graphical Charts
2) Pie charts
3) Tabulation charts

HYPOTHESIS**:**

The survey of the Airtel Company shows that market Share of the company will not decline in near future as it has captured 38 % Share in the market.

3) RESEARCH METHODOLOGY

- RESEARCH DESIGN

Marketing research is often concerned with the consumer attitude in
The respect marketing research have drawn heavily on the behavioral
Sciences such a psychology and sociology in fact the contribution of these
Science to marketing research has been very significant.

- Method of data collection

Questionnaire:

This is the most popular method for conducting the survey. It helped in
Collecting the information from the framed question, to get maximum
Necessary data for research.

4) OBJECTIVE OF THE PROJECT:-

To be globally admired for telecom services we will meet global
Standards for telecom services that delight customers through:

- Customer Service Focus
- Customer attitude Focus
- Cost Efficiency
- Innovative products and services
- Error- free service delivery

5) SAMPLING PLAN:-

- SAMPLING METHOD: - CONVENIENCE METHOD.
- SAMPLE SIZE:- 100
- SAMPLING UNIT:- 102

6) RESEARCH AREA:-

KOSAMBA CITY

7) PROJECT PERIOD:-

2 MONTHS (8 WEEK)

8) LIMITATION:-

- The limitation of the research work is that there might be a chance That only those persons might be selected who prefer Airtel services Over another operator.
- Another major limitation of the project is that the sample size is small, So our result can have some tolerance level.
- Thirdly, it is difficult to calculate market share of the company only On the basis of revenue.

9) SCOPE OF THE PROJECT:-

1. To study the market share of the company
2. Services provided by the company
3. Future prospect of the business
4. Customer's expectations and companies capacity to fulfill it.