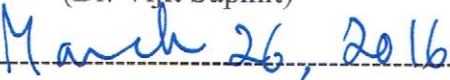


Abstract

'The study of MPT's marketing strategy in Myanmar'

Researcher : Mr. MIN THU YA
Major : International Business Management
IMBA : International Master of Business Administration
Advisor : 
(Dr. Vijit Supinit)
Date : 

As a growing of telecommunication industry around the world MPT Myanmar telecommunication is getting promote its marketing strategies in 4Ps such as products, price, place and promotion to compete with its competitors that had invested last years ago. As states own company, this company has leaded the telecom market around nation but nowadays, it has big international telecom competitors, Telenor and Ooresoo. This academic paper, the study of MPT's marketing strategy in Myanmar, have five part of its market study; products, price, place and promotion. . Although MPT's product were very expensive and difficult to get its products many years ago in related of political situation but nowadays, its products can be used as reasonable price in everywhere. For the developing of telecom industry as a basic of infrastructure, MPT, Myanmar needs to be developing such as product and services with the customer needs. On the other hand, developing of IT industry around the world affects the telecom company to be improved in technology to meet the smart phone (cell phone) age. The study will help over the telecom company effectiveness such as marketing strategies on their products, services and other needs of its customers. The key to the successful development of the telecommunication sector is the liberalization of its market and establishment of its infrastructures.

The aim of this study is to measure how the MPT's marketing strategy affects on its customers satisfaction by using its products and services in reasonable fee such as the product quality, suitable price for all, to meet the customer's needs where it is and the competition of promotion with other competitors using the market strategies related the needed of region in new telecom market around nation. The questionnaires of answers, the result of answers, 109 customers of MPT, Myanmar were conducted with the frequency, descriptive statistic and the correlation of Pearson method. By the result of this paper, the customers of MPT's users are male 59.6 percent and level of age is that 41.3 percent in between 26 and 31 years and most of MPT's

customers are single, 62.4 percent. In education background, 40.4 percent of bachelor degrees, most of customers are students, 42.2 percent. According to the result of Pearson correlation; in product relationship between a grade for MPT's services and MPT's product quality and between a grade MPT's services and MPT's facilities that it has supporting around nation, in the price relationship between the MPT's SIM Cards price and MPT's internet package is in reasonable price, between MPT's SIM Card price and MPT's SMS and calling in local and oversea fee and between MPT's internet package is in reasonable price and MPT's SMS and calling in local and oversea fee and in the price relationship between MPT focus on its market especially in Yangon and Mandalay is the best place for MPT's market area, between MPT focus on its market especially in Yangon and MPT has big market such as Shan State and in the relationship of promotion between MPT's loyalty reward program and MPT's point of purchase display material these above factors have relationships. And the left of other have no relationships.

MPT, Myanmar needs to persuade the news customers providing its modern products, suitable price in local people, need to provide best services around nation and using promotion strategy for all its customers. MPT should check its basis materials and renovate the market strength and product innovation in the mobile industry because of two private telecom industries such as Telenor and Ooredoo. As a country infrastructure telecom market is necessary to develop in economic, so telecommunication industry needs to be developed like MPT. It will be useful for country development such as economic, society and education around the country.