

History of Telenor
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Telenor In Pakistan

- Offering Mobile services
- Contributing to Pakistan Economy
- Internet Service Provider
- Today
- Corporate Responsibility
- Environmentally conscious

Product Line

Value Added Services

- Internet
- Music
- Utility
- Religion
- Sports
- Entertainment
- Information
- Social
- Education

Sequence
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- History & Timeline in Pakistan
- Organizational Structure & Hierarchy
- Entry into Organization
- Timeline
- Centralization & Decentralization
- Product Line & Value Added Services
- Market Share
- SWOT
- Awards
- Communication

Telenor (A): From Cellular Networks to Financial Services



Group Members
Thecasesolutions.com

Maryam Naz	18200
Seemab Fahir	18323
Faisal Mushtaq	18170
IunaidRiaz	18040

Market Share

Mobile	29.8%
Ufone	15.1%
Zong	15.4%
Wot	14.4%
Tecel	15.2%

Source: PTA

Awards

SWOT Analysis

Strengths

- Broadminded policies for IT investments.
- Network Quality and design
- Superior Customer Care
- Financial Strength
- Superior Product quality for customers
- Better Customer relationship than competitors
- Extra Features and Services

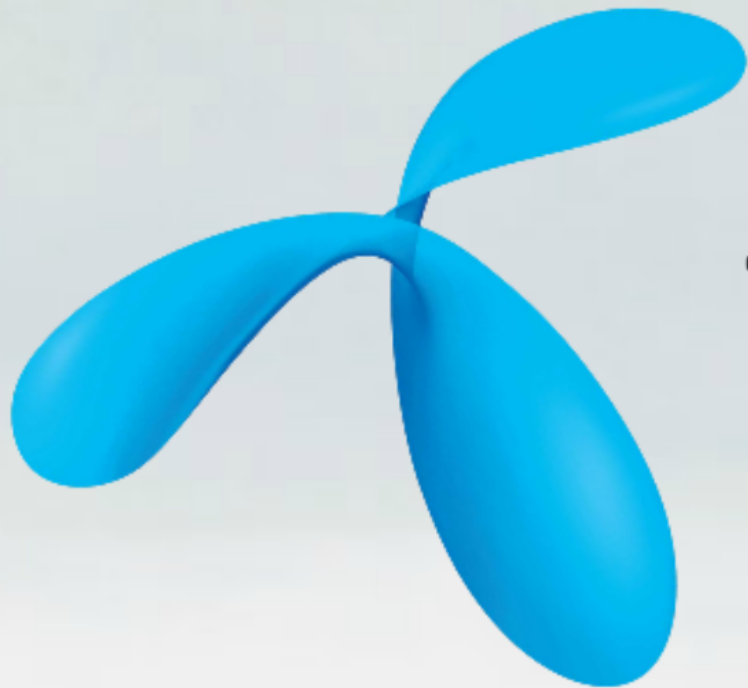
Centralization

- Decision making is done at top level
- Employees are not capable to take decisions
- Uncertainty in terms
- Poor feedback
- No loyalty
- People are scared
- Slow to work

Decentralization

- Decision making flow in down ward
- Employees are capable
- Customers are strategy on higher level
- And making coordinating activities
- Vital experience in making decisions

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Sequence

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- History & Telenor in Pakistan
- Organizational Structure & hierarchy
- Facts about Organization
- Awards
- Centralization & Decentralization
- Product Line & Value added Services
- Market Share
- SWOT
- conclusion
- Recommendation

VISION OF TELENOR

Telenor vision is simple: We're here to help

- Making it easy to buy and use our services.
- Delivering on our promises.
- Being respectful of differences.
- Inspiring people to find new ways.

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Mission Statement

“Our aim is to be the trusted mobile service provider for the Pakistani customer”

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History & Telenor In Pakistan
by
Maryam Naz

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Organization Structure
Facts of Organization
Awards

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BY

Seemab Tahir