

CHAPTER I

INTRODUCTION

1.1 General Background of the MVAS

Mobile phone is a small, portable communication device that enables people to make phone calls whenever where they are. It receives and gives out signals via the service providers transmitting towers and even via satellite.

The transmission of the mobile phones allow these radio wave (signals) to receive and send from the device to the transmission centers (towers), then to another user (no matter land line or another mobile phone). The signals of mobile phone are split into small geographically. These cells allow radio transmission enabling authorized signals to receive and send out among the mobile phones.

The technology influencing on mobile phone started back in the mid twentieth century. The very first mobile telephony service was in Sweden. It was a form of radio telephony tested by the Swedish police for used in police cruisers. This form of radio telephone is a two-way radio which is still widely used in taxis and police cruisers. In 1946, America's AT&T and Southwestern Bell brought out the first commercial mobile telephone service in 1946. This service is used on communication devices which are permanently installed on vehicles. It uses a weaker signal (compared to what mobile phones receive now), but a similar theory of receiving and giving out signals. Though, the bandwidth is very low.

A market is any one of a variety of different systems, institutions, procedures, social relations and infrastructures whereby persons trade, and goods and services are exchanged, forming part of the economy. It is an arrangement that allows buyers and sellers to exchange things.

"The Mobile Value Added Service Market" is to create a tool for players working with Mobile Value Added Services (MVAS). A tool, which can be used to navigate

the MVAS market! A market that will experience great changes, which will influence all players – operators, technology providers and companies making a living of marketing and selling mobile value added services.

The term "Mobile value Added Services" is generally defined as services offered by telecommunications operators in addition to their basic services. The additional services enable operators to charge additional prices, meet increasing clients' demands and attract new customers.

Mobile Value Added Services (MVAS) are telecommunications for which suppliers “add value” to the customer’s information by enhancing its form or content or by providing for its storage and retrieval. The MVAS includes wallpapers, ring tones, animations, themes and games as well as a host of information and utility services. The MVAS will be offered over SMS, Web as well as WAP mediums.

A Mobile value Added Services (MVAS) is popular as a telecommunications industry term for non-core services or, in short, all services beyond standard voice calls and fax transmissions. Customers continuously want more from their phone. They buy mobile phones not just to be in touch, but to express attitude, feelings & interests.

Mobile Value Added Services (VAS), which offer differentiation and the ability for mobile operators and/or service providers to charge a premium price for the services offered. In simple terms it is anything but the regular phone voice conversation we make over the mobile network.

Today mobile phones have moved beyond their primary role of voice communications and have graduated to become an essential entertaining device for mobile users. We are in an era where users buy mobile phones not just to be in touch, today’s youth use it to express their thoughts, for social networking, to show their interests, play games, read news, surf on the internet, listen to music, chat instantly with friends & families and even check their bank balances.

In today’s generation its not just adults using mobile phones but it is most popular amongst the teenagers. Consequently, there exists a infinite world beyond voice and

SMS that needs to be explored and the entire cellular industry, may it be mobile operators, service providers, application developers, device manufacturers or even the content aggregators are heading towards a new generation to provide innovative and user-friendly services to their customers and trying to converge this world into a closed mesh.

Mobile VAS includes services such as SMS, MMS, CRBT, Polls and contests, Infotainment services, Bulk SMS, m-commerce, Social networking, Mobile advertisements, Surfing the Internet, Call forwarding, Call waiting, Voice messages, 3G etc.

Today, almost all mobile operators around the world have both their own WAP portals and have given content providers access to make money by marketing and selling services across all operator networks to end-users.

Mobile Value Added Services (MVAS) is a well established and rapidly growing set of mobile applications beyond basic voice and messaging services. Many of these interactive services are targeted towards consumers, and include entertainment, gaming, multimedia content delivery and enhanced messaging capabilities. Business-focused VAS can include advanced messaging, conferencing capabilities, and customer's self-service applications. Mobile VAS services have been a source of incremental revenue and customer satisfaction for network operators and hosted service providers worldwide.

Growth Areas for Mobile VAS are mobile entertainment, mobile messaging and mobile voice enhancement. Customers continuously want more from their phone. They use their mobile phones to play games, read news headlines, surf the Internet, keep a tab on astrology, and listen to music, make others listen to their music, or check their bank balance. Thus, there exists a vast world beyond voice that needs to be explored and tapped and the entire mobile industry is heading towards it to provide innovative options to their customers.

With increasing pressures and stress on individuality, mobility users also want to carry forward their individuality to their mobile device. Thus for a large number of users the mobile phone has become a truly personal device and VAS has become an extension of persona. The enormous success of Caller Ring Back Tone (CRBT) is an excellent example which illustrates that users are ready to adapt to any service which offer them the option of personalization.

For mobile operators, success of VAS has become important for their growth. This has led to a sharp focus on marketing & tie-ups and a somewhat limited focus on development of content. Most mobile operators are trying to innovate in their VAS offerings and create sharper differentiation for their offerings.

1.2 Brief overview of MVAS in Nepal

The evolution of MVAS in Nepal is not so much longer. The concept of MVAS within people is constrained. Simple text message was started along with core services but other Mobile Value Added Services started gradually by time being.

Mobile Value Added Services (MVAS) is a well established and rapidly growing set of mobile applications beyond basic voice and messaging services. Many of these interactive services are targeted towards consumers, and include entertainment, gaming, and multimedia content delivery and enhanced messaging capabilities. Business-focused VAS can include advanced messaging, conferencing capabilities, and customer's self-service applications. Mobile VAS applications have been a source of incremental revenue and customer satisfaction for network operators and hosted service providers in Nepal.

At this time three telecommunication companies provide the Mobile Value Added Services (MVAS) in Nepal. Nepal Telecom, Ncell and United Telecom are the key MVAS provider in Nepal.

In brief in Nepal, operating any form of telecommunication service dates back to 94 years in B.S. 1970. But formally telecom service was provided mainly after the establishment of MOHAN AKASHWANI in B.S. 2005. Later as per the plan

formulated in First National 12 Five year plan (2012-2017); Telecommunication Department was established in B.S.2016. To modernize the telecommunications services and to expand the services, during third five-year plan (2023-2028), Telecommunication Department was converted into Telecommunications Development Board in B.S.2026. After the enactment of Communications Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for the purpose of providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company Limited from Baisakh 1, 2061. Nepal Doorsanchar Company Limited is a company registered under the companies Act 2053. However the company is known to the general public by the brand name Nepal Telecom as registered trademark. Today NTC has services like NTC Landline; GSM prepaid (Namaste Mobile) and post paid, postpaid 3G, CDMA etc. It offers different MVAS like voice mail service, CRBT, GPRS, SMS based services etc.

Nepal Telecom is to replace a range of existing GSM value-added service equipment with systems from ZTE Corporation, the fastest growing global provider of telecommunications equipment and solutions. ZTE will supply Nepal Telecom with a range of value-added services equipment including 1,300,000 lines of HLR (Home Location Register), 1,000,000 lines of WIN (Wireless Intelligent Network), 300,000 lines of SMC (Short Message Centre), 500,000 lines of VMS (Voice Mail System) and 400,000 lines of CRBT (Color Ring Back Tone).

United Telecom Ltd, a joint venture between Videsh Sanchar Nigam Ltd. (formerly VSNL), TCL Mahanagar Telephone Nigam Ltd. (MTNL), and Telecommunications Consultants India Ltd. (TCIL), and Nepal Ventures Private Ltd. (NVPL) plans to offer telephony services in Nepal based on the wireless local loop (WLL) technology. After exhaustive deliberations & extensive scrutiny, UTL was declared successful bidder by NTA in the bid for basic telephone service based on WLL technology and letter of

intent was awarded on 21st June 2001 &, finally, the license was issued on 4th October 2002.

MTNL has 26.68 % shares. Same way TCL, TCIL and NVPL have 26.66%, 26.66% and 20% shares respectively in UTL. UTL provides WLL wireless phone services and is presently operating in the 13 zones. UTL is gradually expansion the network. It offers different MVAS like Text message service, CRBT, SMS based services, Fax service, Call Forwarding, Call Waiting, do not disturb etc.

Spice Nepal is the first private mobile operator in Nepal and launched its services under the Mero Mobile brand in 2005. The company recently rebranded itself and currently provides its services under the new and vibrant Ncell brand. TeliaSonera, a leading European provider of telecommunication services in over 20 markets, owns a controlling stake in Spice Nepal.

Company was established in 2004 and commercially launched on 17th September 2005. It is a youth focused brand and the most innovative operator. Its customer base, however, largely remains among those with less spending capacity (Example: students), probably also because of its aggressive customer pull campaigns and easy availability. It has GSM Pre-paid and Post-paid services. Ncell GSM is constantly expanding its coverage, adding new cities and regions to its country-wide network. Powered by our commitment to setting new service standards the GSM network coverage will extend through out the country gradually. Ncell is providing different kinds of MVAS to the public like Voice messages, Text messages, Call Forwarding, Call Waiting, Fax Call Conference, PRBT, GPRS, SMS based services etc.

IMImobile, the global technology partner in revenue generation for operators, media providers and enterprises recently announces the launch of a wide range of data services for over 2.2 million subscribers of Spice Nepal (brand Ncell) in Nepal.

The launch provides subscribers ready access to a rich catalogue of MVAS content including wallpapers, ringtones, animations, themes and games as well as a host of information and utility services – all discoverable and delivered over multiple

channels including SMS, Web and WAP. The portals also act as a one-stop launch pad for users to access popular social networking and web mail services such as Facebook and Gmail. These services have been brought to market for the very first time for Nepal's subscribers.

In context of MVAS, Nepalese people have been using MVAS like voice mail service, CRBT, GPRS, MMS, 3G service, m-commerce, Wallpaper, Animation, Ring tones, poll and contest based services, Text messages, Call Forwarding, Call Waiting, Fax Call Conference are increasing in Nepal. The behavior of Nepalese population is changing day by day, the density of young population has been increasing and the different types of advertisements have been published by the companies regarding MVAS day by day which can easily attract the consumer. There are so many companies coming into Nepalese market in the field of telecommunication.

Another Basic Operator Nepal Satellite Telecom (NST) who has recently started its services from Mid-Western Development Region has been assigned spectrum in GSM 900/1800 MHz and CDMA 800 MHz bands for operation of basic and limited mobility services.

On September 24, 2009, Nepal Satellite Telecom Pvt. Ltd., successfully launched "HELLO NEPAL" GSM service , a conference call between the three leaders, Mr. late G. P. Koirala, President Nepali congress, Mr. Puspa Kamal Dahal (Prachanda), Chairman United Nepal Communist Party Maoist and Mr. Ishwor Pokharel, Secretary General, Nepal Communist Party discussing the national issue announced the launch of "Hello Nepal.

STM Telecom Sanchar is a licensed Rural Telephony Services (RTS) operator in Nepal. STM Telecom Sanchar Pvt. Ltd, a rural operator that provides services in Rural Areas has been assigned EGSM spectrum of 2x2.4 MHz.

STM Sanchar is a subsidiary of STM Group headquartered in USA, a global leader in the field of rural telephony having set up networks in more than 52 countries worldwide. STM Telecom Sanchar was licensed in 2003 by Government of Nepal to provide Rural Telecom Services. The obligation under the project was to set up 1068 PCOs (Public Call Offices) in the rural areas of 16 districts of Eastern Nepal. STM

Sanchar was successful in rolling out the network in 18 months as per the license stipulations. Despite the most challenging situation prevailing in Nepal, especially in rural areas, STM has fulfilled the obligation to the people of rural Nepal having provided state of the art rural telephony network.

STM has expanded its network into 47 districts of Nepal. STM is providing services to more than 700 villages in rural and remote areas with more being added everyday. STM's service operations have been lauded by the Government of Nepal and encouraged STM to enhance its service portfolio into other domains as well. STM started the first Rural Tele-medicine in Nepal and is also building other applications like Virtual Community Schools on its ICT backbone. STM has set up state-of-the-art carrier class telecom infrastructure for its operations in Nepal. STM has set up multiple gateways for connectivity to PSTN and other national and international networks.

STM Telecom Sanchar has made a pioneering effort introducing payphones in the villages where no other means of communication exist and today STM stands as one of the respected organization in Nepal. With more than 3000 remote phones stretched from the highest location Gorakshep 5180m lying in the foothills of gigantic Mt. Everest to the lowest place in Nepal, Kechana, STM has been able to address the long waiting needs of the rural people.

Company offers Home/Office Landline Connections, Rural Wireless Services, Repair Services, PCO Service, Turnkey Solution & Managed Services, Rural Broadband services etc.

One more Rural Operator named Smart Telecom that is licensed to operate in the rural areas of the country except EDR (Eastern Development Region) has recently commenced its service, and NTA has committed the company to provide 2x2.4 MHz bandwidth in GSM 900 MHz for rural telecommunications and limited mobile services.

The Nepal Telecommunications Authority issued the second Rural Telecommunications Service (RTS) license to Smart Telecom Pvt. Ltd. in July 1, 2008. In the license, STPL is assigned 398 un-served Village Development

Committees (VDCs) which lie in the four development regions out of five regions except for the Eastern Development Region. As per the license, choice of technology is open in order to provide service in the stipulated area and even International Long Distance (ILD) service can be launched by payment of appropriate fee to the NTA.

In the above framework, Smart Telecom intends to launch its service by building a mixed network of fixed and wireless technology whichever is appropriate for the location. The service range shall be from voice and data service with wire-line terminals and wireless fixed and mobile terminals for limited mobile wireless terminals. The services provided by Smart Telecom'll not be just providing voice and data service but will also bring special services for social cause like education, health and agriculture.

Smart Telecom has successfully launched its VSAT services from 26th November 2009 and GSM services will be launched shortly. The company offers Rural Voice Telephony, Data for rural mass, International Long Distance services.

Operators are facing keen competition and the margins from their voice businesses are very declining. Therefore they are looking at VAS as the next wave for growth. It has become the flywheel of telecom growth and a large chunk of revenue for operators is likely to come from VAS services in the years to come.

Especially present research is going to be done the research of market potentiality of MVAS in the context of whole Nepalese market. This study is carried on the find out consumer's behavior regarding MVAS on the basis of qualitative data in the title of **“A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICE (MVAS) IN NEPAL”**.

1.3 Focus of the Study

The study is mainly based on the customer opinion of different areas, age groups, caste, ethnicity, region, religion etc. The study is mainly based on the opinion of customer who is the real user of Mobile services. The services provided by the existing mobile companies and their Mobile Value Added Services are the main root of this study. Mainly the study includes the opinion of different people about the services of existing mobile companies, their facilities and the potentiality of the growth emerging telecommunications industries on the basis of MVAS. Some of the focusing points are listed below.

-) Satisfaction Level of Customers on offered Mobile Value Added Services' rates, accessibility, benefits and plans
-) Drawbacks of existing Mobile Value Added Services (MVAS) if any
-) Companies' goodwill and growth among the public
-) Future Scope of emerging Mobile Value Added Services (MVAS) in Nepal

1.4 Statement of the Problem

In order to provide access of the Mobile Value Added Services (MVAS) to the general public of rural and urban areas of the State, arrangement shall be made in a manner that Mobile Value Added Services (MVAS) shall be made available within shouting distance in the inhabited areas. The Mobile Value Added Services (MVAS) shall be made available on demand in the urban areas of the State as well as rural.

Corporate MVAS shall be made available in the business areas. Opportunity shall be provided to the customers of the urban areas to choose services from different service providers. Arrangement of opportunity to choose services accordingly shall be extended gradually to the rural areas also. Arrangement shall be made for availing the use of appropriate information and communication technology for poverty alleviation and development of the rural areas.

Distribution of Mobile Value Added Services (MVAS), user status, Factor of motivation, curiosity and capability of Nepalese people, and satisfaction level of

existing users has to be finding out. The market potentiality of Mobile Value Added Services (MVAS) in Nepalese market has to be researched.

Here has not been made yet the specific study of Mobile Value Added Services (MVAS). So, with the lack of the study of MVAS, it is very difficult to me as well as who are interested to know the results of the following problems:

-) What are the consumers' view regarding Mobile Value Added Services (MVAS) in-terms of rates, accessibility, benefits and plans etc?
-) What are the services delivery channels of Mobile Value Added Services (MVAS)?
-) What are the conceptual augmentation trends of Mobile Value Added Services (MVAS)?

1.5 Objectives of the Study

The primary objective of this study is to find out the Market potentiality of Mobile Value Added Services (MVAS) in Nepal. Among Many objectives some of the important objectives which the study tries to find out are listed in this manner.

-) To identify Satisfaction level of Customers Based on offered Mobile Value Added Services' rates, accessibility, benefits and plans.
-) To identify the Customer Future Expectation with New Mobile Value Added Services (MVAS) or Improvement in existing MVAS.
-) To identify the factors which support to retain MVAS users of the company.

1.6 Significance of the Study

The research work is mainly based on the interest and opinion of the customer who is the real user of the Mobile Value Added Services (MVAS) of telecommunication companies. The study is done to find out the customer opinion, feedback regarding pro and cons of Mobile Value Added Services (MVAS) in telecom companies. This study is also the primary survey for the Market potentiality of Mobile Value Added Services (MVAS) in Nepal. The main aspect of this study is to promote Mobile Value Added Services (MVAS) in Nepal in the field of telecommunications.

The dissatisfaction regarding the network coverage, fast accessibility, attractive plans and rates of the customer should be decreased by introducing innovative Mobile Value Added Services (MVAS). The monopoly of limited telecommunications regarding rates, plans, facilities, Mobile Value Added Services (MVAS) should be removed. The worth of this study is to find out the capacity to grow of MVAS.

1.7 Limitations of the Study

All the studies have their own limitations. No studies can be free from constraints such as of resources time and money etc. This study is done for the partial fulfillment for masters of business studies. This is not far from several limitations, which weaken the heart of the study, e.g. inadequate coverage of time periods taken, reliability of qualitative and quantitative tools used and other variations. The study is conducted within certain limitations and constraints.

The major limitations of the study are as follows:

-) Most of data could be used in this study might be obtained through questionnaire and interview.
-) Most of data would be classified as primary and secondary.
-) This study will be worked out in whole Nepal.
-) The Data presented are collected within the short period.
-) It doesn't represent the whole Nepal as a whole and only that of sample size selected.
-) The Data are based on the view point of MVAS users.

1.8 Organization of the Study

As specified format of the research study, this study also comprises of five major chapters they are.

Chapter one: Introduction

This chapter contains the brief introduction of the subject matter i.e. General background of MVAS, Brief overview of MVAS in Nepal, focus of the study, Statement of the problem, Objectives of the study, Significance of the study, Limitations of the study and Organizations of the study.

Chapter Two: Review of Literature

This Chapter Describes towards the review of literature of related studies. It Contains conceptual review and Major studies Related with this research. Review of journals & articles, previous thesis if available and websites.

Chapter Three: Research Methodology:

This chapter acknowledges the research methodology used in this study. It includes Research Design, Nature and Source of Data, Period covered, Data Processing Procedure and Tables and Diagrams used for the study.

Chapter Four: Presentation and Analysis of Data:

In This chapter various data are gathered from different sources and Presented as required by the research objective. In this chapter data are analyzed and interpreted with the help of various tables and diagrams.

Chapter Five: Summary, Conclusion and recommendations:

This Chapter states Summary, conclusion and Recommendations of this Study.

A Bibliography & appendices are attached at the end of the study and lists of tables, list of diagrams, abbreviations used are included in separate pages as well.

CHAPTER-II

REVIEW OF LITERATURE

A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work.

The process of reading, analyzing, evaluating, and summarizing scholarly materials about a specific topic is a review of literature. A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous research on the topic.

During this review of literature, I Keep in mind that the literature review should provide the context for my research by looking at what work has already been done in my research area. My aim should be to evaluate and show relationships between the works already done. It is not supposed to be just a summary of other people's work!

2.1 Market

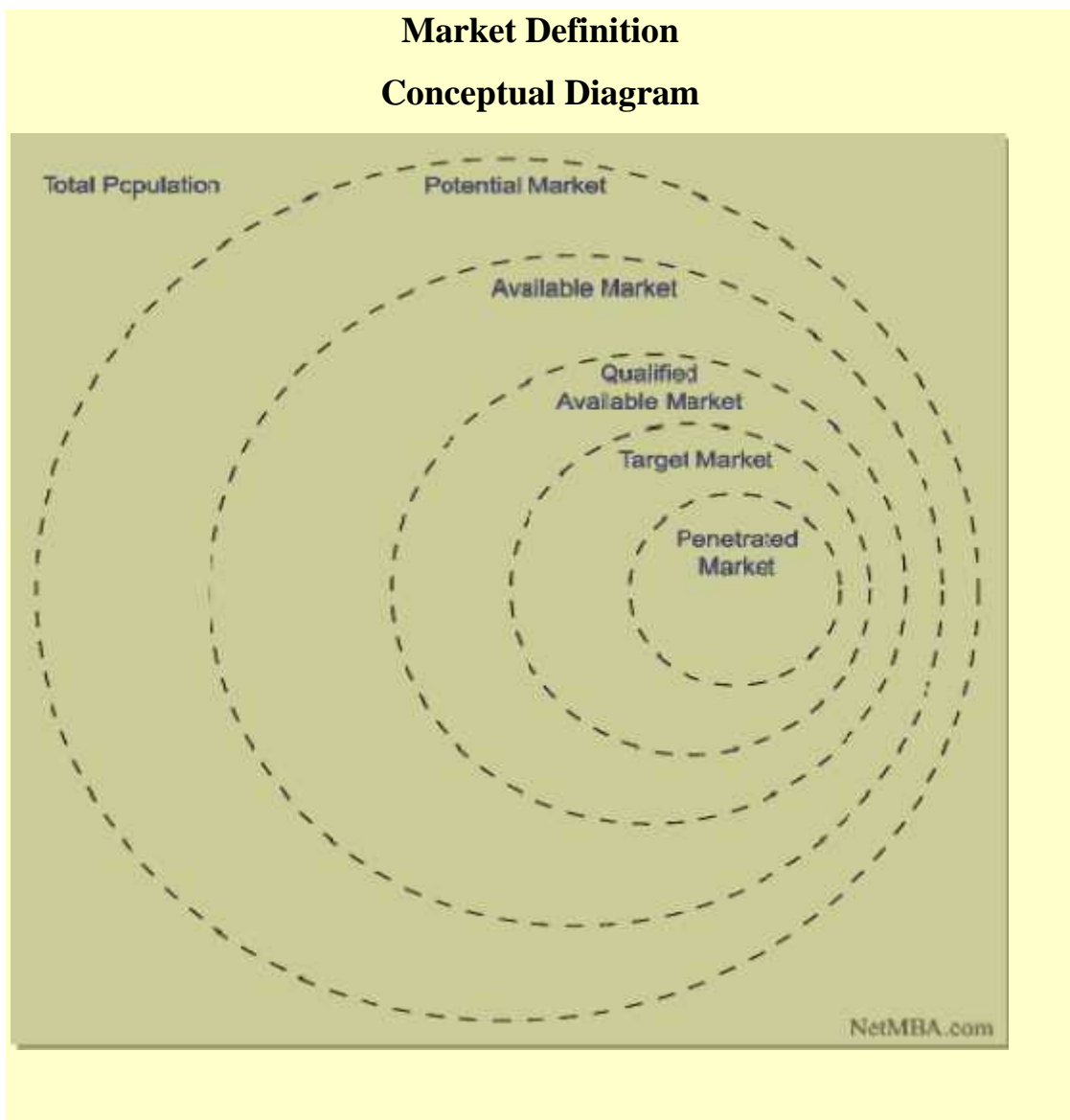
A market is a place which allows the purchaser and the seller to invent and gather information and lets them carry out exchange of various products and services. In other words the Meaning of Market refers to a place where the trading of goods take place. The place can be a market place or a street market.

The world of commercial activity where goods and services are bought and sold; "without competition there would be no market"; "they were driven from the marketplace "A market is any one of a variety of different social institution, procedures, elations and infrastructures whereby persons trade, and good and services

are exchanged, forming part of the economy. It is an arrangement that allows buyers and sellers to exchange things.

Market for a particular item is made up of existing and potential customers who need it and have the ability and willingness to pay for it. All markets, ultimately, consist of people, also called marketplace.

The market definition begins with the total population and progressively narrows as shown in the following diagram.



Beginning with the total population, various terms are used to describe the market based on the level of narrowing:

-) **Total population**
-) **Potential market** - those in the total population who have interest in acquiring the product.
-) **Available market** - those in the potential market who have enough money to buy the product.
-) **Qualified available market** - those in the available market who legally are permitted to buy the product.
-) **Target market** - the segment of the qualified available market that the firm has decided to serve (the served market).
-) **Penetrated market** - those in the target market who have purchased the product.

In the above listing, "product" refers to both physical products and services.

The size of the market is not necessarily fixed. For example, the size of the available market for a product can be increased by decreasing the product's price, and the size of the qualified available market can be increased through changes in legislation that result in fewer restrictions on who can buy the product.

Defining the market is the first step in analyzing it. Since the market is likely to be composed of consumers whose needs differ, market segmentation is useful in order to better understand those needs and to select the groups within the market that the firm will serve.

2.2 Market potentiality

The total level of sales achievable in a market assuming that every potential customer in that market is buying, that they are using the product on every possible occasion, and that they are using the full amount of product on each occasion.

An estimate of the maximum possible sales of a commodity, a group of commodities, or a service for an entire industry in a market during a stated period. A set of consumers who profess some level of interest in a designed market offer.

The possibility to develop or achieve something in the future in terms of market is a market potentiality.

2.3 Market Analysis:

A Market analysis is a documented investigation of a Market that is used to inform a firm's planning activities particularly around decision of: inventory, purchase, work force expansion/contraction, facility expansion, promotional activities, market potentiality and many more.

The goal of a market analysis is to determine the attractiveness of a market and to understand its evolving opportunities and threats as they relate to the strengths and weaknesses of the firm. It used to determine the attractiveness of a market and to understand its evolving opportunities and threats as they relate to the strength and weaknesses of the business.

David A. Aaker outlined the following dimensions of a market analysis:

- Market size (current and future)
- Market growth rate
- Market profitability
- Industry cost structure
- Distribution channels
- Market trends
- Key success factors

2.3.1 Market Size

The size of the market can be evaluated based on present sales and on potential sales if the use of the product were expanded. The following are some information sources for determining market size:

-) government data
-) trade associations
-) financial data from major players
-) customer surveys

2.3.2 Market Growth Rate

A simple means of forecasting the market growth rate is to extrapolate historical data into the future. While this method may provide a first-order estimate, it does not

predict important turning points. A better method is to study growth drivers such as demographic information and sales growth in complementary products. Such drivers serve as leading indicators that are more accurate than simply extrapolating historical data.

Important inflection points in the market growth rate sometimes can be predicted by constructing a product diffusion curve. The shape of the curve can be estimated by studying the characteristics of the adoption rate of a similar product in the past.

Ultimately, the maturity and decline stages of the product life cycle will be reached. Some leading indicators of the decline phase include price pressure caused by competition, a decrease in brand loyalty, the emergence of substitute products, market saturation, and the lack of growth drivers.

2.3.3 Market Profitability

While different firms in a market will have different levels of profitability, the average profit potential for a market can be used as a guideline for knowing how difficult it is to make money in the market. Michael Porter devised a useful framework for evaluating the attractiveness of an industry or market. This framework, known as Porter's five forces, identifies five factors that influence the market profitability:

-) Buyer power
-) Supplier power
-) Barriers to entry
-) Threat of substitute products
-) Rivalry among firms in the industry

2.3.4 Industry Cost Structure

The cost structure is important for identifying key factors for success. To this end, Porter's value chain model is useful for determining where value is added and for isolating the costs.

The cost structure also is helpful for formulating strategies to develop a competitive advantage. For example, in some environments the experience curve effect can be used to develop a cost advantage over competitors.

2.3.5 Distribution Channels

The following aspects of the distribution system are useful in a market analysis:

- J Existing distribution channels - can be described by how direct they are to the customer.
- J Trends and emerging channels - new channels can offer the opportunity to develop a competitive advantage.
- J Channel power structure - for example, in the case of a product having little brand equity, retailers have negotiating power over manufacturers and can capture more margins.

2.3.6 Market Trends

Changes in the market are important because they often are the source of new opportunities and threats. The relevant trends are industry-dependent, but some examples include changes in price sensitivity, demand for variety, and level of emphasis on service and support. Regional trends also may be relevant.

2.3.7 Key Success Factors

The key success factors are those elements that are necessary in order for the firm to achieve its marketing objectives. A few examples of such factors include:

- J Access to essential unique resources
- J Ability to achieve economies of scale
- J Access to distribution channels
- J Technological progress

It is important to consider that key success factors may change over time, especially as the product progresses through its life cycle.

2.4 Competition

A business is an organized effort to sell products and services on a regular basis. Competition between manufacturing businesses consist of developing products are more appealing. Competition between stores consists of trying to get the customer to buy their product instead of that offered by the competitor. In such cases, there is a clear winner and loser. But in the larger picture, businesses compete to see which has the greater market share and is more successful. Competition is the battle between businesses to win consumer acceptance and loyalty. The free-enterprise system ensures that businesses make decisions about what to produce, how to produce it, and what price to charge for the product or service. Competition is a basic premise of the free-enterprise system because it is believed that having more than one business competing for the same consumers will cause the products and/or services to be provided at a better quality and a lower cost than if there were no competitors.

In other words, competition should provide the consumers with the best value for their hard-earned money.

2.4.1 Features of Competition

To be successful in today's very competitive business world, it is important for businesses to be aware of what their competitors are doing and to find a way to compete by matching or improving on the competitors' product or service. For example, if Nepal Telecom offers a new VAS, Ncell may offer a new VAS with free trial offer. By offering an improvement on the competitor's product, Ncell is trying to convince VAS consumers to buy the new service because it is an improvement on NT's service.

While being aware of the competition and making a countermove is important, it is also very important to pay attention to changing consumer wants, needs, and values and to make the needed changes before the competition does. Doing research and development and being the first to provide a new product or service can give a company a competitive advantage in the marketplace. Once consumers purchase a product or service and are satisfied with it, they will typically purchase the same product again.

Having a competitive advantage means that a company does something better than the competition. Having a competitive advantage might mean inventing a new product; providing the best quality, the lowest prices, or the best customer service; or having cutting-edge technology. To determine an area where a company might have a competitive advantage, a SWOT analysis is often done to identify the company's internal Strengths and Weaknesses and the external Opportunities and Threats. A SWOT analysis lets the company know in which area(s) it has a competitive advantage so it can concentrate on those areas in the production and marketing of its product(s) or service(s).

2.4.2 Types of Competition

Although each form has many aspects, not all of which can be considered here, competition can generally be classified into four main categories: perfect competition, monopolistic competition, oligopoly, and monopoly. (Table 1 summarizes the basic differences among these four types of competition.)

Perfect Competition: Perfect competition (also known as pure competition) exists when a large number of sellers produce products or services that seem to be identical. These types of businesses are typically run on a small scale, and participants have no control over the selling price of their product because no one seller is large enough to dictate the price of the product. Instead, the price of the product is set by the market. There are many competitors in a perfect competition industry, and it is fairly easy to enter or leave the industry. While there are no ideal examples of perfect competition, agricultural products are considered to be the closest example in today's economy. The corn grown by one farmer is virtually identical to the corn grown by another farmer, and the current market controls the price the farmers receive for their crops.

Monopolistic Competition: Monopolistic competition exists when a large number of sellers produce a product or service that is perceived by consumers as being different from that of a competitor but is actually quite similar. This perception of difference is the result of product differentiation, which is the key to success in a monopolistic industry. Products can be differentiated based on price, quality, image, or some other feature, depending on the product.

Oligopoly: An oligopoly exists when there are few sellers in a certain industry. This occurs because a large investment is required to enter the industry, which makes it difficult to enter or leave. The businesses involved in an oligopoly type of industry are typically very large because they have the financial ability to make the needed investment. The type of products sold in an oligopoly can be similar or different, and each seller has some control over price. Examples of oligopolies include the automobile, airplane, and steel industries.

Monopoly: A monopoly (which is described more completely in another article) exists when a single seller controls the supply of a good or service and prevents other businesses from entering the field. Being the only provider of a certain good or service gives the seller considerable control over price. Monopolies are prohibited by law in the United States; however, government-regulated.

Table 2.1
Types of Competition

Characteristics	Perfect Competition	Monopolistic Competition	Oligopoly	Monopoly
Number of competitors	Many	Few to many	Very few	No direct competition
Ease of entry or exit from industry	Easy	Somewhat difficult	Difficult	Regulated by government body
Similarity of goods/services offered by competing firms	Same	Seemingly different but may be quite similar	Similar or different	No directly competing products
Individual firm's control over price	None (set by the market)	Some	Some	Considerable (in true monopoly) Little (in regulated one)
Examples	Farmer	Telecommunication, Fast-food restaurant,	Automotive manufacturer	Power company

(Source: - netmba.com)

2.5 Mobile Value Added Service in Nepal

Nepal Telecommunications Authority (NTA) is the telecommunications regulatory body of Nepal. It is an autonomous body established on Feb 1998 in accordance with Telecommunications Act, 1997 and Telecommunications Regulation, 1998. Its objective is to create a favorable and competitive environment for the development, expansion and operation of telecommunications services with the private sector participation in Nepal.

Until 2003, Nepal Telecom (NT) formerly known as Nepal Telecommunication Corporation (NTC) was the only state owned telecommunication company of Nepal. Using liberalization policy and involving the private sector in a competitive environment for the development and expansion of telecommunication sector in Nepal, then His Majesty's Government of Nepal's decision dated December 25, 1995 had initiated the involvement of the private sector in the development of the telecommunication services. Then, United Telecom Limited started providing services in 2003. NTC was converted into a Public Limited Company on April 14, 2004. Nepal Telecommunications Authority as an autonomous regulatory body has been established on Feb, 1998 as stipulated within the framework of the Telecommunication Act 1997 A.D. and Telecommunication Regulation 1997 A.D. Spice Nepal Private Ltd., popularly known under its brand name "Mero Mobile", is the first private GSM mobile operator in Nepal. The company was established in 2004.

After the enactment of Communications Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for the purpose of providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company Limited from Baisakh 1, 2061. Nepal Doorsanchar Company Limited is a company registered under the companies Act 2053. However the company is known to the general public by the

brand name Nepal Telecom as registered trademark. Today NTC has services like NTC Landline; GSM prepaid (Namaste Mobile) and post paid, postpaid 3G, CDMA etc. It offers different MVAS like voice mail service, CRBT, GPRS, SMS based services etc.

Nepal Telecom is to replace a range of existing GSM value-added service equipment with systems from ZTE Corporation, the fastest growing global provider of telecommunications equipment and solutions. ZTE will supply Nepal Telecom with a range of value-added services equipment including 1,300,000 lines of HLR (Home Location Register), 1,000,000 lines of WIN (Wireless Intelligent Network), 300,000 lines of SMC (Short Message Centre), 500,000 lines of VMS (Voice Mail System) and 400,000 lines of CRBT (Color Ring Back Tone).

United Telecom Ltd, a joint venture between Videsh Sanchar Nigam Ltd. (formerly VSNL), TCL Mahanagar Telephone Nigam Ltd. (MTNL), and Telecommunications Consultants India Ltd. (TCIL), and Nepal Ventures Private Ltd. (NVPL) plans to offer telephony services in Nepal based on the wireless local loop (WLL) technology. After exhaustive deliberations & extensive scrutiny, UTL was declared successful bidder by NTA in the bid for basic telephone service based on WLL technology and letter of intent was awarded on 21st June 2001 &, finally, the license was issued on 4th October 2002.

MTNL has 26.68 % shares. Same way TCL, TCIL and NVPL have 26.66%, 26.66% and 20% shares respectively in UTL. UTL provides WLL wireless phone services and is presently operating in the 13 zones. UTL is gradually expansion the network. It offers different MVAS like Text message service, CRBT, SMS based services, Fax service, Call Forwarding, Call Waiting, do not disturb etc.

Spice Nepal was established in 2004 and commercially launched on 17th September 2005. It is a youth focused brand and the most innovative operator. Its customer base, however, largely remains among those with less spending capacity (Example: students), probably also because of its aggressive customer pull campaigns and easy availability. It has GSM Pre-paid and Post-paid services. Ncell GSM is constantly

expanding its coverage, adding new cities and regions to its country-wide network. Powered by our commitment to setting new service standards the GSM network coverage will extend through out the country gradually. Ncell is providing different kinds of MVAS to the public like Voice messages, Text messages, Call Forwarding, Call Waiting, Fax Call Conference, PRBT, GPRS, SMS based services etc.

IMobile, the global technology partner in revenue generation for operators, media providers and enterprises recently announces the launch of a wide range of data services for over 2.2 million subscribers of Spice Nepal (brand Ncell) in Nepal. The launch provides subscribers ready access to a rich catalogue of MVAS content including wallpapers, ringtones, animations, themes and games as well as a host of information and utility services – all discoverable and delivered over multiple channels including SMS, Web and WAP. The portals also act as a one-stop launch pad for users to access popular social networking and web mail services such as Facebook and Gmail. These services have been brought to market for the very first time for Nepal's subscribers.

In context of MVAS, Nepalese people have been using MVAS like voice mail service, CRBT, GPRS, MMS, 3G service, m-commerce, Wallpaper, Animation, Ring tones, poll and contest based services, Text messages, Call Forwarding, Call Waiting, Fax Call Conference are increasing in Nepal. The behavior of Nepalese population is changing day by day, the density of young population has been increasing and the different types of advertisements have been published by the companies regarding MVAS day by day which can easily attract the consumer. There are so many companies coming into Nepalese market in the field of telecommunication.

Strongly Nepal telecom, Ncell and UTL are providing Mobile Value Added Service in Nepal. Hope upcoming new companies will starts MVAS very soon. Presently three mobile service provider offering mobile value added service.

2.6 Review of Related Study

This division is a suggestive presentation of the literature work done by various authors, seniors, telecommunication experts, and prior researchers. The key objective of this part is to look at the previous research study. The purpose of literature review

is thus, for find out what research studies have been conducted in one's chosen field of study. And what remains to be done. It provides the base of developing a broad theoretical construction from which hypothesis can be developed for testing. The literature survey also minimizes the threat of pursuing the lifeless trimmings in research.

So far as known to the authors, seniors, telecommunication experts, researcher, studies on MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICE (MVAS) IN NEPAL is hardly any. Numerous studies have been made in the area of Study of Market potential of Mobile Telecom Service in Nepal, Mobile Value Added Services in India, December 2006, Emerging markets driving VAS growth, Asia's Mobile App, Content and MVAS Market Forecast 2010 - 2014 for Indonesia, India, Thailand, Philippines.

In a Same way, Market analysis of telecommunications of Nepal (Based on NTC, UTL and Mero mobile), Mobile Value Added Services Industry in China Exhibits Strong Growth Potential and Emerging markets driving VAS growth but the detail study on market potentiality of Mobile Value Added Service has not been conducted till this date in Nepal. So, some of the notable literatures relevant to the study are reviewed in this study to identify the relevance of the present study. I have open some of my study connected research with their objective and finding which had conducted by various authors, seniors, telecommunication experts, and prior researchers are as follow:

) *Study of Market potential of Mobile Telecom Service in Nepal* by Nepal Telecommunications Authority (Related with Decision No. 1801/2066/9/9):

Market Survey

The consultant shall perform its task in order to,

1. Identify potential demand for the mobile service in different regions of Nepal.
2. Determine current market size, status of current operators and the possibilities for new entrant in current Telecommunication market of the country.

3. Identify gaps between demand and available supply of the current mobile telecommunication Market of the country.
4. Explore possibility of real competition and improvement of quality of service by introduction of new market entrants if necessary.
5. Help potential market entrants (as per point 4 above) make informed decisions to enter into the mobile telecommunications market and provide service in a competitive manner.

) *Mobile Value Added Services in India* by IAMAI & eTechnology Group @IMRB (Dec. 2006):

To understand the reasons behind the current popularity and predict the future potential for these

Services, we have grouped Mobile VAS into three broad heads, based on the nature of the service offering.

Entertainment VAS- Entertainment VAS is designed for mass appeal and extensive usage. These provide entertainment for leisure time usage. An example of these kinds of services is Jokes, Bollywood Ringtones & games. These services are currently very popular and are driving the revenues for the Indian mobile VAS market.

Info VAS- These are the services which provide useful information to the end user. The user interest comes in from the personal component of the content. E.g. Information on movie tickets, news, banking account etc. These also include productivity services like missed call information which brings back lost business opportunity for the operators. They also include user request for information on other product categories like real-estate, education etc.

mCommerce VAS (Transactional services)- mCommerce VAS allow the use to conduct a transaction using the mobile phone. These services are in a very nascent phase and are not really available to most users. An example of this kind of service is buying railway tickets or movie tickets through the mobile phone. The revenue generation and popularity of these three types of VAS revolves around 2 factors:

Perceived Value - Perceived value of a VAS depends on perceived rather than the actual utility to the end user. When the immediate benefit may not be clear to the subscriber, the value that a subscriber derives from it largely depends on the marketing efforts and persona related to the service. The value is gauged more from the intangible benefits derived from the service like emotional benefits. A good example of a VAS with high perceived value is CRBT (Caller Ring Back Tone).

Practical Value - Practical value is completely based on tangible benefits derived from the service. The benefits considered could be based on convenience & saving of time and money.

E.g. Service availed to get the cheapest air fares available.

These three categories of VAS provide a unique combination of perceived and practical values for every user and this may change over time as the market & users evolve. To understand the growth of the different types of VAS and their future growth, they have been analyzed on both of the above mentioned factors.

) ***Emerging markets driving VAS growth***, Asia's Mobile App, Content and MVAS Market Forecast 2010 - 2014 for Indonesia, India, Thailand, Philippines

Report abstract: Market research outlining the mobile app trends in Asia, and consumer demand for mobile applications. Provides mobile VAS revenue forecast for Thailand, Philippines, India and Indonesia, and qualitative insight of mobile VAS desires through consumer surveys and use cases.

The multi-billion dollar Asia market for mobile apps and value added services (MVAS) continues to be strong in 2010, with the majority of adoption coming from young professionals. And as the consumer appetite for mobile apps continues to grow providing good opportunities for developers and content owners, and service providers. Mobile operators in Asia view MVAS as a key differentiator and continue to seek offerings to meet the latest trends to maintain subscriber loyalty.

Some of the notable trends outlined in the report:

- The importance of friends and family for learning of new mobile content is far more significant than traditional media

- The consumer's desire for live TV on a mobile phone still has not materialized with increased 3G infrastructure.
- Side loading of music content continues to be the most prevalent mode...very few consumers surveyed indicated they would be willing to pay for music tracks.
- Applications that provide location-based capabilities (without a GPS featured handset) are eagerly anticipated in Asia, and once the service providers open up the APIs, we expect LBS applications to be widely adopted in the metro areas.
- Accessing social networking sites via the mobile phone is a pervasive trend... in Indonesia and India; consumers regularly receive and reply to messages, upload photos, or update personal status on popular SNS sites from their handsets.

This timely report is based on field research conducted by APRG to examine the market potential to 2015 for mobile content, applications, and value added services. Understanding the consumer perspective on mobile VAS - particularly on how they learn about and buy mobile apps, is critical to achieving new incremental revenue. To this end, APRG conducted research with over a thousand consumers in the megacities of Asia to provide an understanding the consumer perspective and use cases that will drive increased spending. This report also features our perspective of the strategies leading mobile operators - such as AIS , Globe, Smart, Vodaphone, Maxis, Telkomsel, Indosat and others are adopting.

) *Market analysis of telecommunications of Nepal (Based on NTC, UTL and Mero mobile)* by Jagannath Dahal in September 2009

Mr. Dahal (2009) has conducted a research on the topic “Market Analysis of telecommunications of Nepal (based on NTC, UTL and Mero Mobile) was submitted to central department of Management T.U.

The Main objectives of This Study are:

- To evaluate customers’ opinion and experiences on the prevailing services of mobile service providers.
- To derive estimation on potential user size/volume for new mobile service provider.

- To retrieve suggestions on anticipated new ideas of services by mobile service provider.
- To identify Satisfaction level of Customers Based on Network, Customer Service, Call rates, Value Added Services
- To Identify the Customer Future Expectation with New Mobile Services or Improvement in existing Mobile Services.

The major findings of Mr. Dahal related with this Study are as follows:

- There is a wide area in Nepal especially outside the Valley which is yet to experience the convenience of mobile phones and the people there have both curiousness and capacity to use the mobile phones.
- Only 14.5 % of the population of Nepal is using mobile phones. Major gap area can be seen in the Far Western, Mid Western and Eastern region with mobile service subscription of 7.3%, 8.8% and 7.1% respectively.
- People generally use mobile phones to be in touch with the family members. This is also because majority of the population had been displaced from their usual place of living. Most of the people have also left their family members due to the nature of their jobs and mobile phones have been the convenient way for them to be in touch with their loved ones.
- 55.1% of the NTC mobile users and, 19.7% of the Mero mobile a are not satisfied with the network coverage Satisfaction regarding Network coverage of NTC and Mero Mobile is Very Low that is only 8.5 and 36.3% only. 41.7% of NTC mobile users and 15.3% of Mero mobile users are not satisfied with the customer service of the respective companies. 48.3% of NTC mobile users and 60.2% of Mero mobile users are not happy with the rates (tariffs) of the respective companies.
- Customers have lots of expectations from the value added services in mobile phones. Mostly people are satisfied with Mero mobile because Most of the time the industries have added some value for its customers.

Note: Mero Mobile brand changed into Ncell.

) ***Mobile Value Added Services Industry in China Exhibits Strong Growth Potential*** by Business Wire, Jan 19, 2010

The mobile value added services (MVAS) market in China is valued at 18.2 bn in 2008 it is expected to reach INR 34.5 bn in 2011. This report begins with a snapshot of China's mobile market. It analyses the MVAS value chain and provides information regarding the popular MVAS services. Market entry procedure describes entry procedure for a foreign investor in the Chinese MVAS market. The report also highlights key government regulations.

Market overview gives a brief overview of the existing scenario with market size and growth figures as well as data for VAS's share of total revenue of major mobile operators. An analysis of drivers reveals that increasing mobile penetration, growing popularity of mobile entertainment, rising income levels, declining ARPU and introduction of 3G is driving growth in this sector.

The key challenges identified include dependency on telecom operators, competition from free WAP sites, and billing and transmission failures. The competitive landscape profiles the major players in this sector. The report also provides details regarding the key developments in this sector.

This Report provides an overview of the China MVAS market opportunities and challenges, including the current and future status of the market, the macro economic environment of telecommunications in China, regulatory policies, customer behavior analysis and operator market shares and strategies. The report answers serious questions for those who need to know and understand China's MVAS market including:

- How large is the MVAS market?
- What are the government regulatory policies surrounding MVAS?
- What kind of strategies will operators adopt to attract consumers?
- What are the concerns and attitudes of SP and Vendors towards MVAS?

With the world's largest mobile subscriber population and the dawn of 3G drawing

near, the Chinese MVAS market is now considered one of the most anticipated and closely watched markets in the world. With inside investigations, including interviews with leading operators about their 3G MVAS strategies, and also a full analysis of all industrial players, SPs, system integrators, equipment suppliers and software developers, this report provides a comprehensive overview of China's MVAS market opportunities and challenges.

) ***Emerging markets driving VAS growth*** by James Middleton, July 20, 2010: Emerging markets will drive the growth of global mobile value-added-service (VAS) revenues from \$200bn in 2009 to \$340bn in 2014. With China, India, Indonesia, South Africa, Nigeria, Egypt, Turkey, Israel, Saudi Arabia, Brazil, Mexico, Argentina, Russia, Poland and the Ukraine expected to account for 36 percent of such revenues at the end of the forecast period.

The numbers were released on Tuesday by research house Informa Telecoms & Media, which has been monitoring the high growth potential for VAS in emerging markets as high market saturation limits growth prospects in developed countries.

In fact, operators and service providers in emerging markets have been more innovative and proactive in developing and deploying mobile VAS than their counterparts in the developed world, especially in the areas of mobile payments, P2P funds transfer and agricultural information services. The reason being that these services are having a big impact on the day-to-day lives of the local population and are contributing to the social and economic development of the population in these markets, Informa said, citing services such as M-Pesa from Safaricom in Kenya, the Rural Information Service from China Mobile, the Please Call Me service from MTN in South Africa, and the CellBazaar service from Grameen Phone in Bangladesh.

“Compared to the developed world, there are very different economic, social, demographic and cultural challenges in the emerging markets. In many countries, 3G services are still not available, or are limited to mobile subscribers in larger cities. Therefore operators have to depend on 2G services such as SMS, USSD (Unstructured Supplementary Service Data) and IVR (Interactive Voice Response)

systems, to be able to drive mass market adoption of their mobile value-added-services, and to successfully reach subscribers in smaller towns and rural areas,” said Shailendra Pandey, senior analyst at Informa.

Pandey adds that mobile social networking is beginning to see strong growth in emerging markets but most of the services are instant messaging chat applications. One of the most successful service examples is China Mobile’s IM service called Fetion, which has over 100 million registered users. The addressable market for the Fetion service is large as it can work using IVR, GPRS and SMS access modes. Also, mobile app stores have so far not received the same attention from the operators in emerging markets as they have in the US and Western Europe, although some large operators like China Mobile have already launched – or are considering launching – their own app stores. Earlier this year, China Mobile collaborated with Nokia to launch a joint mobile app store MM-Ovi and it has been reported that over four million mobile apps had been downloaded from this app store by March 2010.

Key questions answered by this report

-) What are the key requirements to enable mass market adoption of mobile VAS in Growth Markets?
-) What network technologies and platforms are essential to deploy mobile VAS in Growth Markets?
-) What key regulatory issues remain to be resolved and what further standardization is required?
-) What are the trends in Mobile VAS tariff pricing in Growth Markets?
-) What is the revenue potential from different mobile VAS in Growth Markets?
-) What are the existing business models and what new models will emerge?
-) What role will direct-to-consumer/off-portal initiatives play in mobile VAS in Growth Markets?
-) How will mobile advertising, social networking and user-generated content influence the growth of mobile VAS in Growth Markets?

2.7 Research Gap

I have found a lot of earlier research reports on Mobile and marketing field with somehow related subject matter. But the choice of this subject is due to the fact that, there is no previous research found on making studies on **A Study of market potentiality of Mobile Value Added Services (MVAS) in Nepal**. The study tried to show that how various marketing and other factors help to create awareness and increase potentiality of Mobile Value Added Services from initial phase of knowledge to now with having such a strong competition among various Telecoms.

The study concern on reveal the customer's perception, knowledge regarding MVAS, satisfaction level and future expectation with offered rates, accessibility, benefits and plans. We are going to use the qualitative data to find out the research question by this research.

Research has attempted to prepare and present this report with full passion and all probable primary as well as secondary data source are collected, analyzed and presented here in respective manner.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Introduction

The system of collecting data for research projects is known as research methodology. The data may be collected for either theoretical or practical research for example management research may be strategically conceptualized along with operational planning methods and change management.

Some important factors in research methodology include validity of research data, Ethics and the reliability of measures most of your work is finished by the time you finish the analysis of your data.

Formulating of research questions along with sampling whether probable or non probable is followed by measurement that includes surveys and scaling. This is followed by research design, which may be either experimental or quasi-experimental. The last two stages are data analysis and finally writing the research paper, which is organized carefully into graphs and tables so that only important relevant data is shown.

3.2 Research Design

Research design can be thought of as the structure of research -- it is the "glue" that holds all of the elements in a research project together. We often describe a design using a concise notation that enables us to summarize a complex design structure efficiently.

The main objective of this study is to find out the market potentiality of mobile value added services (MVAS) in Nepal. The primary objective of this study is to search for the potential market for emerging mobile value added service in Nepal.

In planning and designing a specific research it is necessary to anticipate all the steps to be successful in collecting valid and reliable information. If it were broken down into very small parts or activities, the marketing research process would consist of a great number of steps. The research design under this study will be descriptive (What is going on?) in nature.

Descriptive Designs: Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way.

Aim: Observe and Describe

- J Descriptive Research
- J Case Study
- J Naturalistic Observation
- J Survey (The Questionnaire is also a technique used in many types of research designs)

Descriptive research design is a valid method for researching specific subjects and as a precursor to more quantitative studies. At the same time as there are some valid concerns about the statistical validity, as long as the limitations are understood by the researcher, this type of study is an invaluable scientific tool.

At the same time as the results are always open to question and to different interpretations, there is no doubt that they are preferable to performing no research at all.

3.3 Nature and Sources of Data

In this study, both primary and secondary data have been used. The primary data have been collected through the customer survey. The identical locations have been based on, primarily, intending to cover the 10 cities of the country. Secondary data have been collected from annual report of different telecoms in Nepal and mobile value

added service providers, websites of concerned telecommunications and MVAS providers, journals, News, Bulletins, and Published articles and Books.

3.4 Population And Sampling:

A population is a collection of data whose properties are analyzed. The population is the complete collection to be studied; it contains all subjects of interest. A sample is a part of the population of interest, a sub-collection selected from a population.

Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. Let's begin by covering some of the key terms in sampling like "population" and "sampling frame." Then, because some types of sampling rely upon quantitative models, we'll talk about some of the statistical terms used in sampling.

Total estimated Population from NATU and EU demographic statistics in July 2009 was 28,563,377. The Age structure is 0–14 years old was 36.6% (male 5,327,484/female 5,127,178) 15–64 years old was 59.2% (male 8,094,494/female 8,812,675) and 65 years and over was 4.2% (male 566,666/female 634,880). Estimated overall median age was 20.8 years in 2009. 19.8 years male median and 21.7 years was female median.

The population growth rate was 1.281 percentage. Birthrate was 23.18 births in a thousand population. Death rate was 6.97 in a thousand population.

Sex ratio as following:

- at birth: 1.04 male(s)/female
- under 15 years: 1.04 male(s)/female
- 15–64 years: 0.92 male(s)/female
- 65 years and over: 0.89 male(s)/female
- total population: 0.98 male(s)/female (2009 estimated)

Life expectancy at birth in total population was 65.46 years. Male was 64.3 years and female was 66.67 years.

To fulfill the requirement of this thesis's objectives, among the total mobile value added service users/providers the sample have been taken from different major 10 cities covering 5 administrative regions which fulfills target sample size of 510 people. From this 510 people, we taken 10 people from content (MVAS) providers. The selected Market for Sample is listed below.

S.N.	Sample Market
1	Kathmandu
2	Hetauda
3	Dharan
4	Biratnagar
5	Butwal
6	Pokhara
7	Surkhet
8	Mahendranagar
9	Doti
10	Kanchanpur

(Source: - Primary Data)

The Stratified random sampling technique has been adopted to collect information. First of all the total population is 510, among this 500 population has been divided into 10 cities. 20% from Kathmandu, 10% from Hetauda, 10% from Dharan, 10% from Biratnagar, 10% from Butwal, 10% from Pokhara, 10% from Surkhet, 10% from Mahendranagr, 5% from Doti, and 5% from Kanchanpur of the sample is taken for the study. For the study the samples are further sub divided into gender wise, age wise, location wise, educational level wise, profession wise, income wise. Besides of 500 population, we take 10 people from content (MVAS) providers.

3.5 Data Collection Procedure:

The Questionnaire has been distributed to 500 people (users) within the territory of Nepal selecting the major 10 cities/districts among 75 districts have been selected for the study. The list of The 10 cities is presented above. Around 500 mobile value added service (MVAS) users have been selected for the questionnaire survey. For the survey researcher take different age wise, location wise, educational level wise and male and female, The primary sources of Data have been used to collect the job related information. And the researcher also filled the questionnaire by personal interview with mobile value added service (MVAS) providers. It has been collected through questionnaires and interview undertakings whereas secondary data have been collected from websites of concerned offices, bulletins and prospectus of concerned Telecommunications and different journals. Another Questionnaire has been distributed to 10 content (MVAS) providers within the territory of Nepal. The Data collection work has been completed within 2 months.

3.6 Data Processing:

Data Processing is a process of converting data into the information and it can also convert information into a data. It means Data Processing can convert any data from one format to another. By means of various sources, customers give their opinions as data. Information system takes that raw data as input to produce Information as output. Hence, conversion of raw data into useful information is accomplished through an application of data-processing.

5 Step move toward to Data Processing:

1. Editing – To determine the relevance of data is a crucial step in a data processing. Once the data has been accumulated from the different sources, the relevance of the data is been tested-out then. All the inappropriate data is taken out and only the relevant information is been kept.

2. Coding – All the needed information would be in a random order. Therefore, it needs to be aligned into a particular system so that it is unproblematic to comprehend it. This method other than Coding is also called as ‘netting’ or ‘bucketing’ which necessitates certain codes.

3. Data Entry – Data is entered into the software that does the eventual cross tabulation. After the decision has been made on a code, edited data is then entered into the software.

4. Validation – Validation is the second phase of ‘cleaning’ in which thorough quality-check is been done. Data is double-checked so as to ensure that the process has been done infallibly.

5. Tabulation – Final step is the production of the end product which is tabulated in a systematic format so that thorough analysis can be done.

When the researcher collected the response for the entire questionnaire they have been computed coded and tabulated under different headings for the analysis purpose. These data are presented in a systematic fashion so that it is easy to understand, analyze and act upon.

3.7 Data Analysis Techniques:

The collected data are logically and systematically considered and tabulated in different format. Basically the percentage is calculated to draw the inference. The key information is received during the period of Working in An MVAS providers company, Called FOCUSONE Nepal. The information are carefully considered and analyzed during the explanation of facts and figures. The research tried to find out all the objectives of research through this research.

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

In the earlier chapters, general background and research methodology have been highlighted along with review of relevant literature significant to this purpose study. Now it comes to the most important component of the study, which deals to the analysis of the customer's behavior along with satisfaction and future expectation.

The Chapter present and interprets the various data gathered from the application of different methods and presented and decorated as required by the research objective. In this chapter, data are interpreted and analyzed with the means of collected questionnaires and interviews. In this chapter the collected data are tabulated and interpreted. First of all the findings are tabulated and presented in table and later on the findings is shown on graphical Representation,

For A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL, customer survey is performed preparing the questionnaire. To meet the primary objective of this study the survey questionnaire tries to find out the users of mobile value added service, then its demographic status in survey Areas. Customer's satisfaction level, future expectation and retaining factors are also presented in this study.

In the process of fulfilling objectives of this research, data revealed are tabulated and presented followed by analysis and interpretation in this chapter.

4.2 Data Presentation

With the help of review of literature and research methodology along with objectives of the study, we collect the data by using different methods like questionnaire; MVAS provider's report etc and we will use these data for thesis writing. To make fruitful

and effective, it is necessary to collect proper data and right analysis with the help of objectives of the study.

Primary data would be collected around 10 cities covering 5 administrative regions which fulfill target sample size of 500 people by asking listed questions and taken their valuable information about the service, satisfaction, future expectation. Same time 10 content (MVAS) providers also provide valuable findings, future conditions of the market as well as different kinds of suggestion.

Likewise, secondary data would be gathered from annual report of different telecoms in Nepal and mobile value added service providers, websites of concerned telecommunications and MVAS providers, journals, News, Bulletins, and Published. Both primary and secondary data will be presented in different charts, diagrams, tables and figures when required.

4.3 Data Analysis:

Data analysis is a practice in which raw data is ordered and organized so that useful information can be extracted from it. The process of organizing and thinking about data is key to understanding what the data does and does not contain. There are a variety of ways in which people can approach data analysis, and it is notoriously easy to manipulate data during the analysis phase to push certain conclusions or agendas. For this reason, it is important to pay attention when data analysis is presented, and to think critically about the data and the conclusions which were drawn.

Raw data can take a variety of forms, including measurements, survey responses, and observations. In its raw form, this information can be incredibly useful, but also overwhelming. Data analysis process, the raw data is ordered in a way which will be useful. For example, survey results may be tallied, so that people can see at a glance how many people answered the survey, and how people responded to specific questions.

In the course of organizing the data, trends often emerge, and these trends can be highlighted in the write-up of the data to ensure that readers take note. Modeling the

data with the use of mathematics and other tools can sometimes exaggerate such points of interest in the data, making them easier for the researcher to see.

Charts, graphs, and textual write-ups of data are all forms of data analysis. These methods are designed to refine and distill the data so that readers can glean interesting information without needing to sort through all of the data on their own. Summarizing data is often critical to supporting arguments made with that data, as is presenting the data in a clear and understandable way. The raw data may also be included in the form of an appendix so that people can look up specifics for themselves.

Analysis of data is a process of inspecting, clear out, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple surface and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

Both collected data will be analyzed as the requirement of objectives of this study. But for the fulfillment of selected topic is very tough at the side of customer's satisfaction, expectation and service retaining tools.

In this section, the collection data will be analyzed and interpreted by using simple statistical and financial tools as descriptive well as analytical studies with the help of different tables, diagrams, figures and charts.

4.4 Respondent Profile

Out of the 500 questionnaire all were distributed to the real users of mobile value added service (MVAS) who are from different major 10 cities covering 5 administrative regions. The following table gives the details:

Table 4.1
Respondents Received

(In ten cities)

Location	Questionnaire	Percentage
Kathmandu	100	20
Hetauda	50	10
Dharan	50	10
Biratnagar	50	10
Butwal	50	10
Pokhara	50	10
Surkhet	50	10
Mahendranagar	50	10
Doti	25	5
Kanchanpur	25	5
Total	500	100

(Source:-Primary Data)

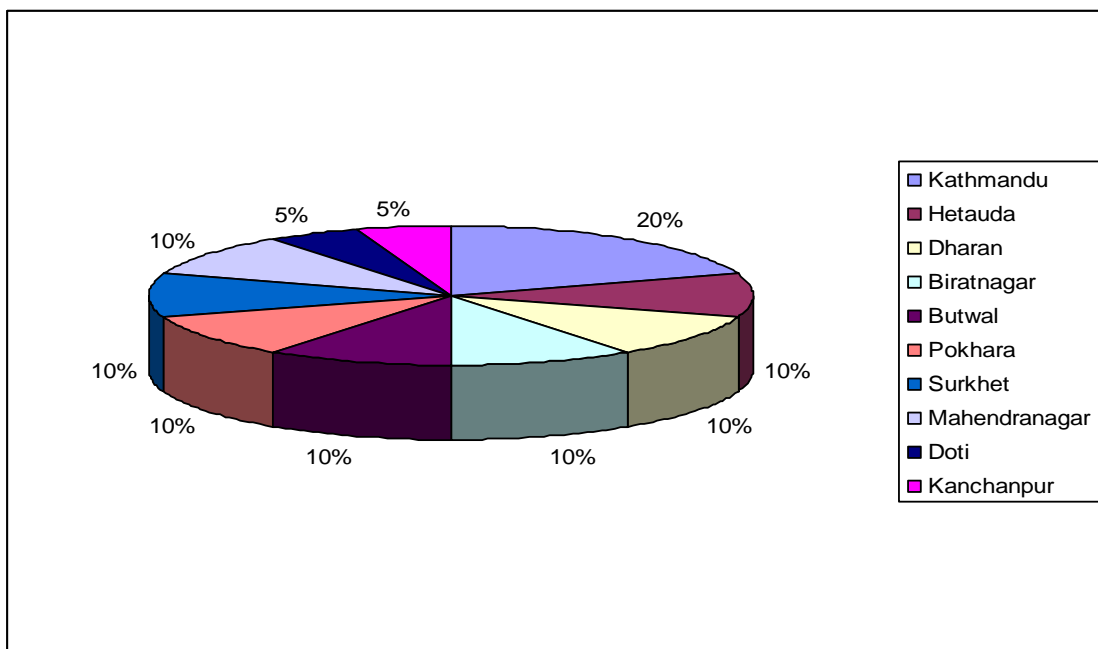


Figure 4.1

Interpretation

Table 4.1 Out of questionnaire distributed, we have received 100% responses from target respondents.

Table 4.2
Age Group of Respondents

(In ten cities)

Age group years	Respondents	Percentage
Below 20	150	30
20- 30	150	30
30-40	100	20
40-50	50	10
50+	50	10
Total	500	100

(Source:-Primary Data)

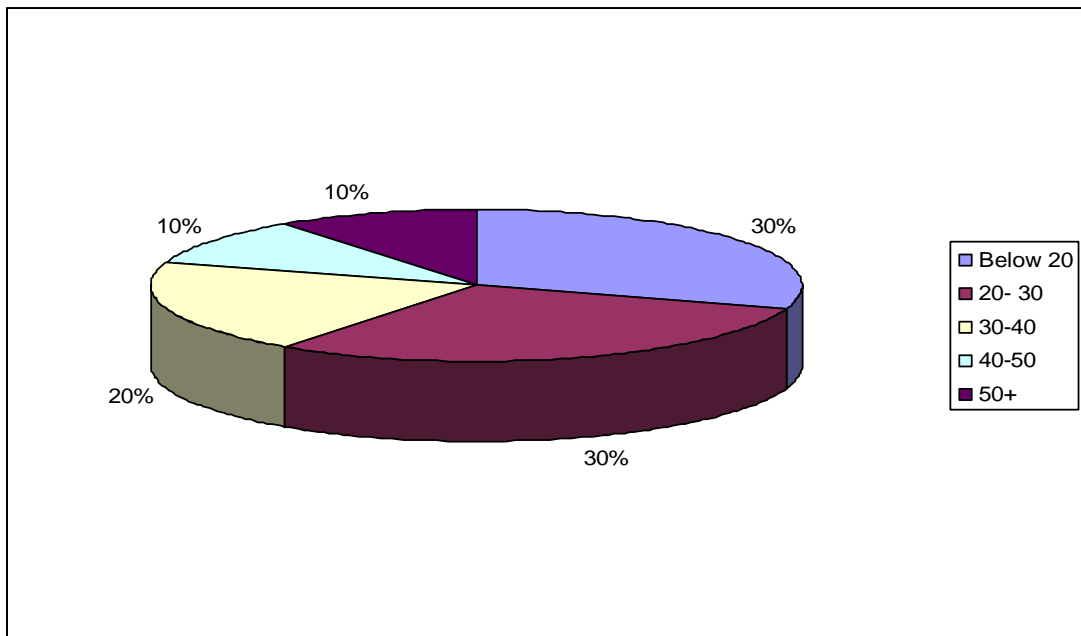


Figure 4.2

Interpretation

Table 4.2 shows the age group of respondents who were participated on research according to above table 30% of respondent below 20 years which indicate to college students as a very young generation, 30% of respondents are 20 to 30 years which is young and starts doing job. Age group of 30 to 40 is 20% which indicates mostly job holder as well as self employed, age group of 40 to 50 is 10% and the respondents those who are above 50 are only 10% which is parents.

Conclusion

Maximum no. of respondents age group below 30 and minimum no. of respondents whose age group above 40.

Table 4.3

Profession of Respondents

(In ten cities)

Profession	Respondents	Percentage
Student	200	40
Jobholder	125	25
Businessman	50	10
Housewives	25	5
Others	100	20
Total	500	100

(Source: Primary Data)

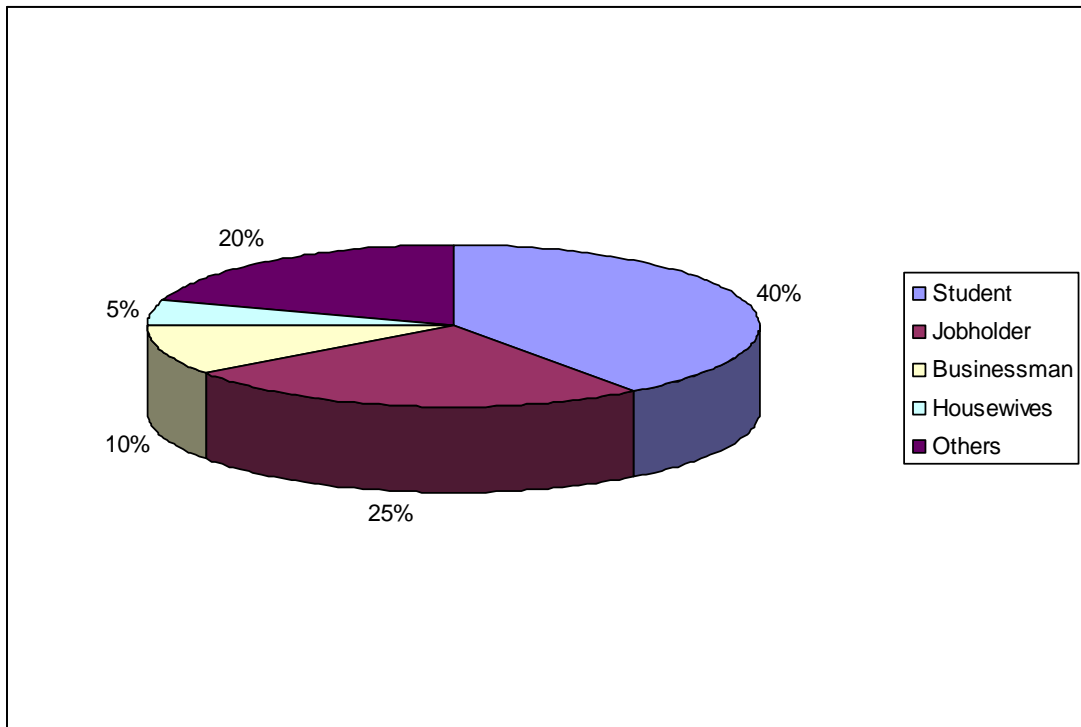


Figure 4.3

Interpretation

Table 4.3 shows that the respondents belongs to student is 40% which is the highest among all profession, jobholder is 25% which is the second highest among all. Likewise businessman is 10%, respondents belongs to housewife is 5% and other is 20%.

Conclusion

Maximum no. of participated respondent are students, minimum no. of respondent are housewives.

Table 4.4
Gender of Respondents

(In ten cities)

Gender	Respondents	Percentage
Male	350	70
Female	150	30
Total	500	100

(Source: Primary Data)

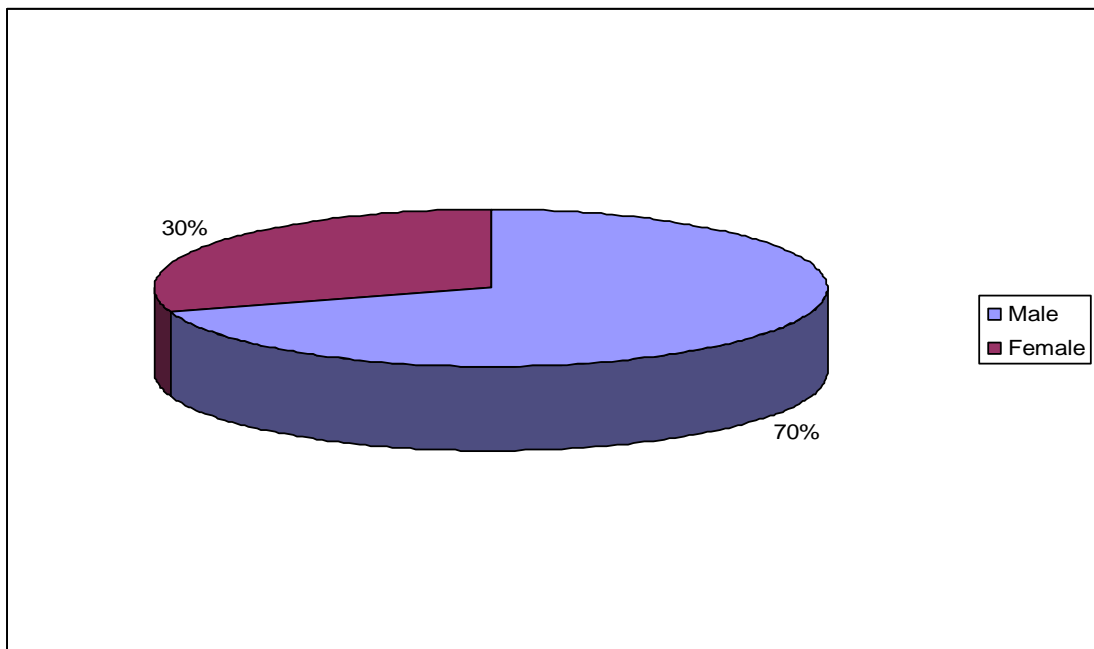


Figure 4.4

Interpretation

Table 4.4 shows the gender percentage of the respondents. According to the table 70% of the respondents are male and 30% respondents are female.

Conclusion

Maximum no. of the respondent is male and the minimum respondent is female.

Table 4.5

Monthly Income of Respondents

(In ten cities)

Monthly Income level	Respondents	Percentage
Below 5000	150	30
5000-10000	100	20
10000-20000	125	25
20000-30000	75	15
30000+	50	10
Total	500	100

(Source: Primary Data)

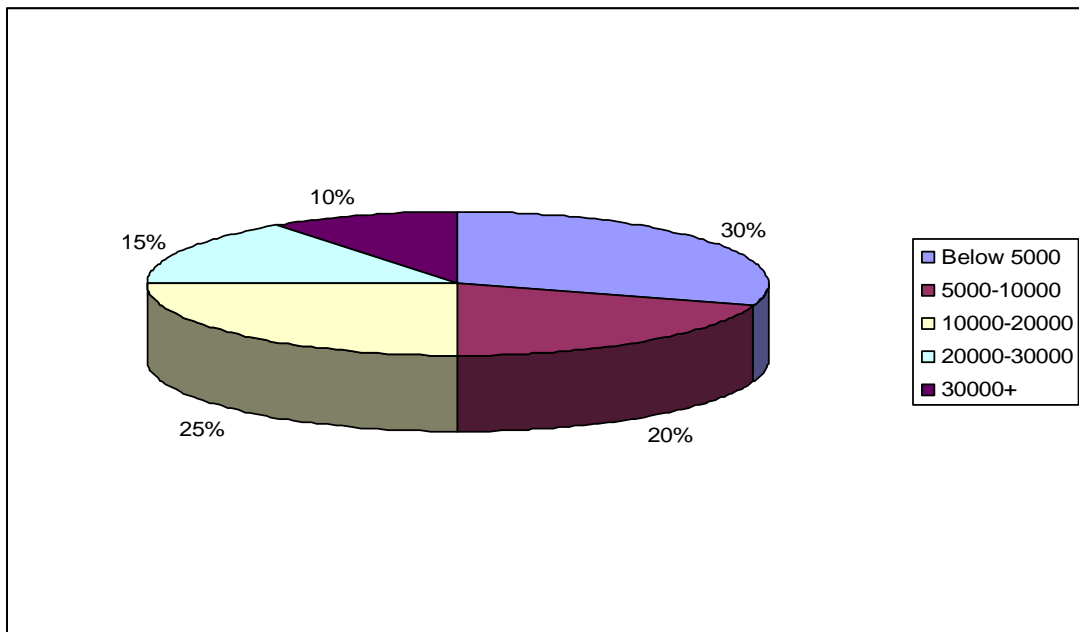


Figure 4.5

Interpretation

Table no. 4.5 shows the monthly incomes of the respondents. According to the table, the respondents whose monthly income is below 5000 is 30% which is highest among all, lies between 5000 -10000 is 20%, lies between 10000-20000 is 25% and the income level lies between 20000-30000 is 15% and more than 30000 is 10%. Actually, nobody wants to tell their accurate income level due to several factors. As

the participate respondents belongs to jobholder is high so, the level of average income is high.

Conclusion

According to this particular study the rate of income level which is earn by respondents whose monthly income is below 5000 is highest than the other respondents.

Table 4.6

Education level of Respondents

(In ten cities)

Education Level	Respondent	Percentage
Up to SLC	50	10
Certificate	200	40
Graduate	150	30
Master	100	20
Total	500	100

(Source:-Primary Data)

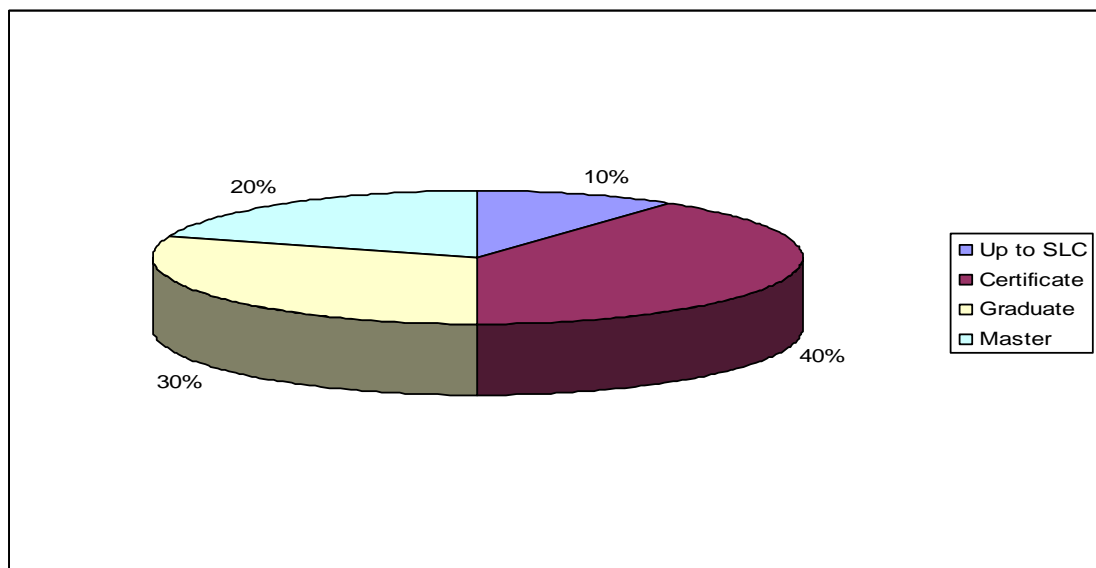


Figure 4.6

Interpretation

Table 4.6 shows the educational background of respondents. Respondents with educational level up to SLC level is 10%, similarly certificate level, graduate level and master level is 40%, 30%, and 20% each respectively. Here, the rate of respondents whose educational level is certificate is higher among all and up to SLC level is lowest among all. As the research is about mobile value added service users, so the survey is done in all the mobile users from schools, colleges, office, home and on the way people included.

Conclusion

The number of respondents participated in survey with educational background of certificate degree is higher among all and up to SLC level is lowest among all.

4.5 CUSTOMER SATISFACTION

In this particular research, researcher wants to find out the respondents Satisfaction level based on offered Mobile Value Added Services' rates, accessibility, benefits and plans. So, the researcher asked very simple questionnaire to the respondent to find the satisfaction level of them based on rates, accessibility, benefits and plans.

Table 4.7

Are you satisfied with rates of the MVAS?

(In ten cities)

Option	Respondents	Percentage
Yes	275	55
No	225	45
Total	500	100

(Source: - Primary Data)

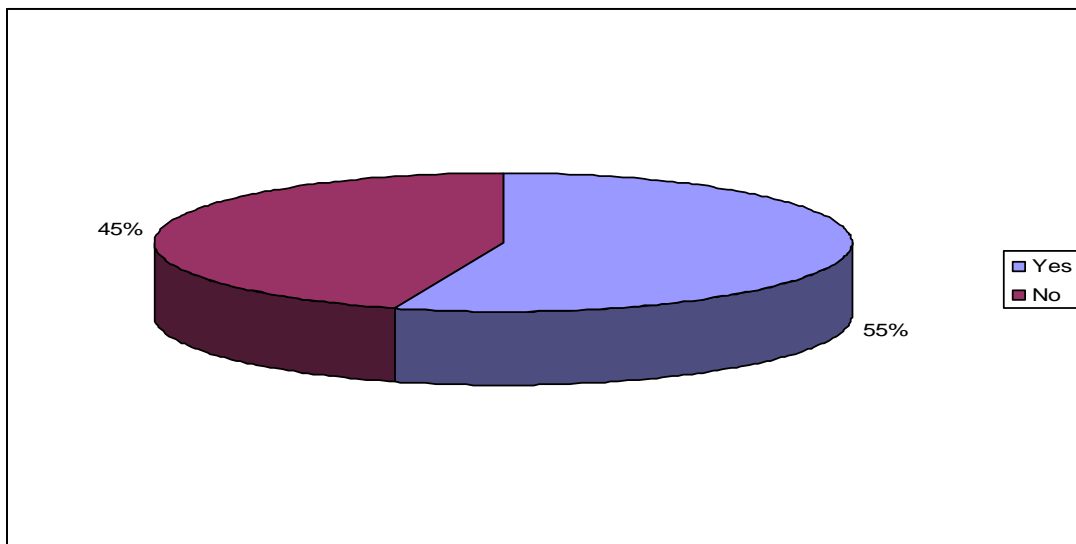


Figure 4.7

Interpretation

Table 4.7 shows the satisfaction rates of the Mobile Value Added Service users. 55% of the MVAS users are satisfied and 45% of the MVAS users are not satisfied on the service. As we know that every person are different in this world. Nobody have same perception so, different person have their own perception to perceive regarding the any service and also do the evaluation on that.

Conclusion

Every person has their own perception to perceive regarding the service. So, 55% of respondents are satisfied on the MVAS rates and 45% are not satisfied on the MVAS rates.

Table 4.8

How do you mark for accessibility of the MVAS?

(In ten cities)

Option	Respondents	Percentage
Easy	125	25
Moderate	200	40
Difficulty	175	35
Total	500	100

(Source: - Primary Data)

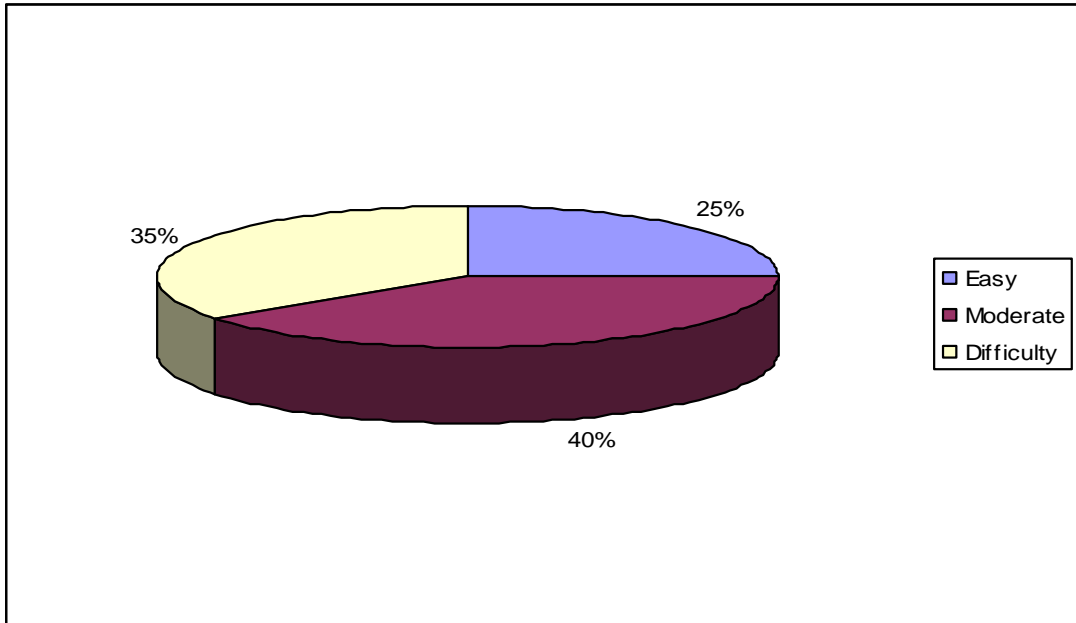


Figure 4.8

Interpretation

Table 4.8 shows the mark for accessibility of the MVAS. 25% of respondents find easy access to get the MVAS. 40% respondents find moderate access to get the MVAS which is highest among all. Likewise respondents from 35% are found difficulty for accessibility of the MVAS.

Conclusion

According to the research, most of the respondents find moderate accessibility to get the MVAS and 35% respondents find difficulty for accessibility of the MVAS which is second highest. Only 25% feel easy accessibility.

Table 4.9

What types of benefits are you getting from MVAS?

(In ten cities)

Option	Respondents	Percentage
Social Connection	125	25
Education	75	15
Entertainment	300	60
Total	500	100

(Source: - Primary Data)

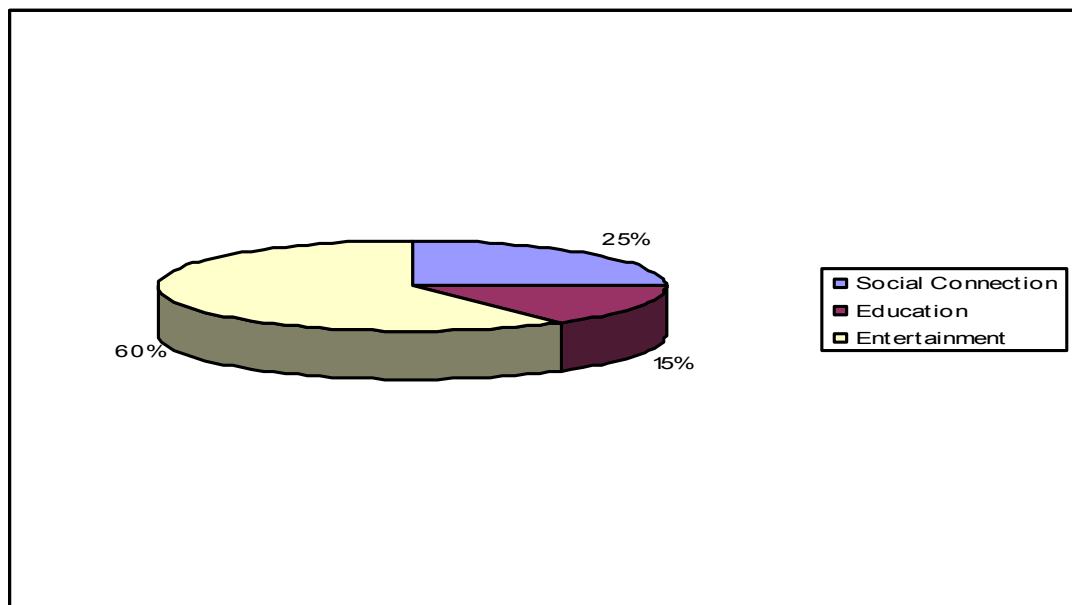


Figure 4.9

Interpretation

Table 4.9 shows that, out of total respondents 25% of respondents who believe, they are getting social connection related benefits from MVAS.15% of the respondents are getting education benefits from MVAS which is lowest among all and 60% respondents are getting entertainment benefits from MVAS which is highest among all.

Conclusion

Maximum respondents are getting entertainment benefits from MVAS and lowest respondents getting education from MVAS.

Table 4.10

How do you rate the MVAS plan?

(In ten cities)

Option	Respondents	Percentage
Easy	150	30
Moderate	225	45
Difficulty	125	25
Total	500	100

(Source: - Primary Data)

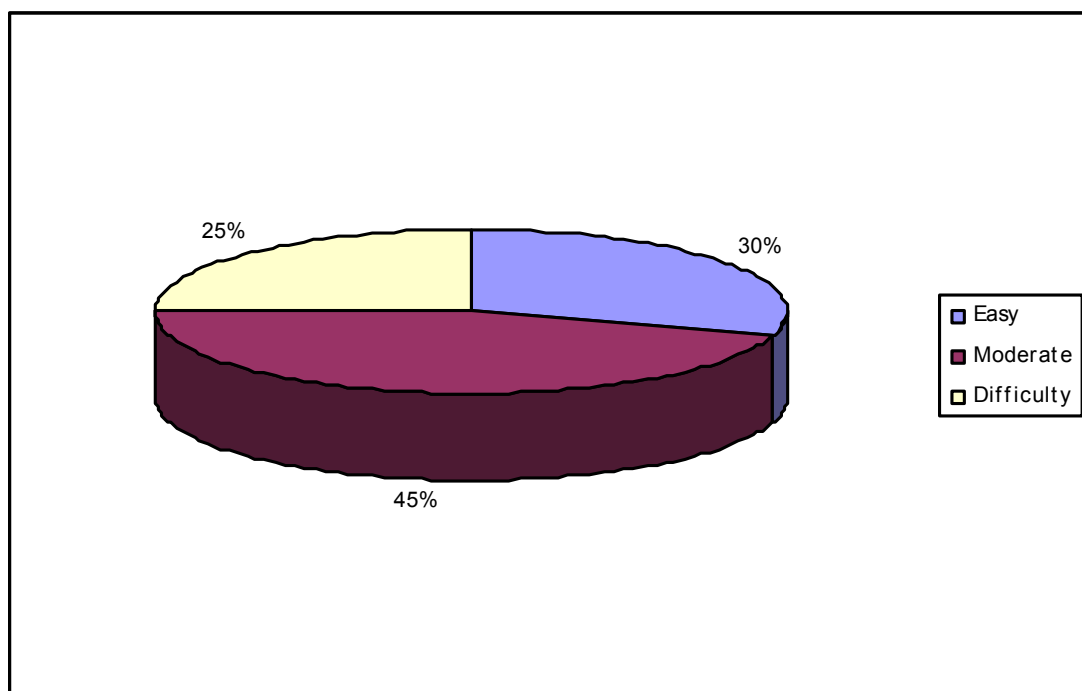


Figure 4.10

Interpretation

Above table 4.10 shows that 30% of respondents are finding easy MVAS plan. 45% of the respondents are finding moderate MVAS plan which is highest among all and 25% of the respondents are finding difficulty on the MVAS plan which is lowest among all.

Conclusion

Maximum No. of respondents are finding moderate MVAS plan and 25% of the respondents are finding difficulty on the MVAS plan which is lowest and 30% are finding easy MVAS plan.

Table 4.11

Do you get 24 hour service facilities for the MVAS?

(In ten cities)

Option	Respondents	Percentage
Yes	350	70
No	150	30
Total	500	100

(Source: - Primary Data)

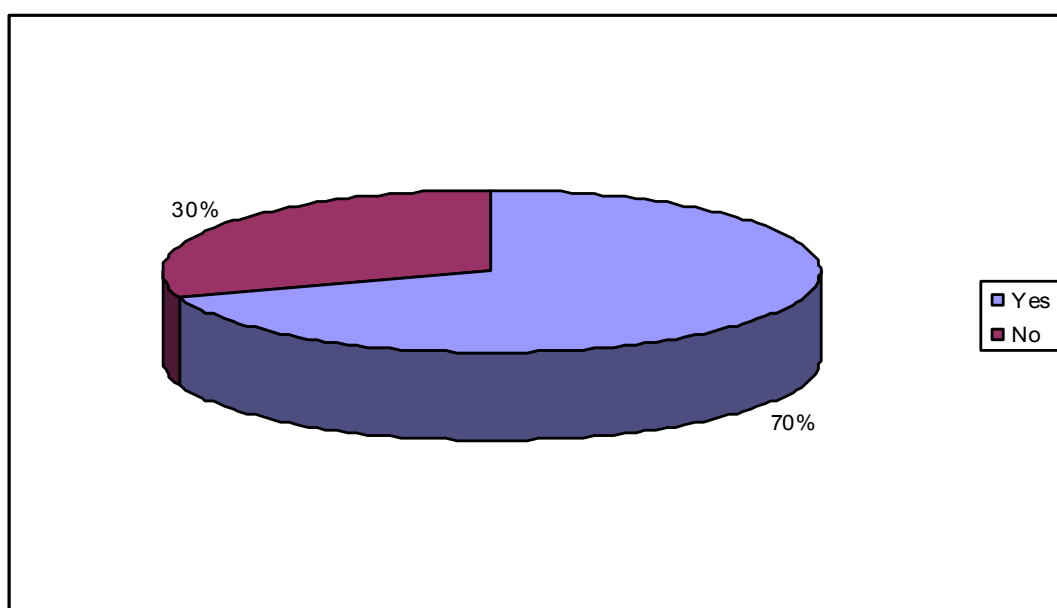


Figure 4.11

Interpretation

Above table 4.11 shows that 70% of respondents are getting 24 hour service facilities and 30% of the respondents are not are getting 24 hour service facilities.

Conclusion

Maximum No. of respondents are getting 24 hour service facilities which is 70% and 30% are not getting 24 hour service facilities. 24 hour facilities depends upon the different MVAS.

Table 4.12

Are you facing disconnected/interrupted problem on MVAS?

(In ten cities)

Option	Respondents	Percentage
Yes	100	20
No	175	35
Sometime	225	45
Total	500	100

(Source: - Primary Data)

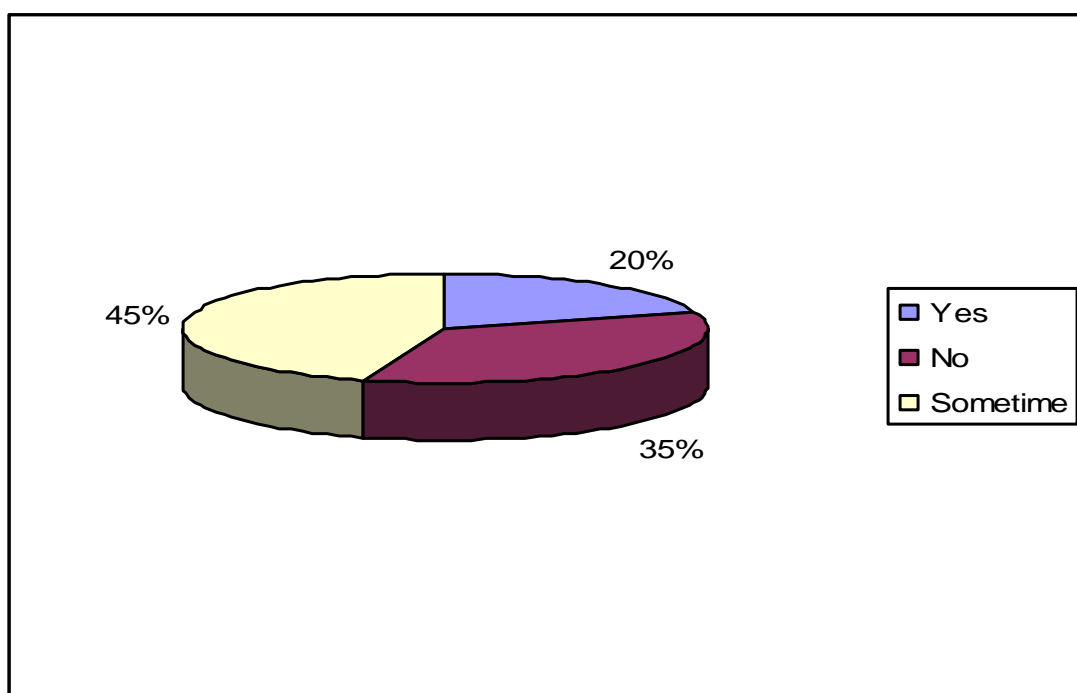


Figure 4.12

Interpretation

Above table 4.12 shows that 20% of respondents are facing regular disconnected/interrupted problem on MVAS. 35% of the respondents are not facing disconnected/interrupted problem on MVAS. Sometimes 45% of the respondents are facing disconnected/interrupted problem on MVAS which is highest among all.

Conclusion

Maximum No. of respondents sometimes faced disconnected/interrupted problem on MVAS and 15% of the respondents are not facing disconnected/interrupted problem on MVAS which is lowest and 20% are facing regular disconnected/interrupted problem on MVAS.

Table 4.13
Are you getting extra facilities while using MVAS?
(In ten cities)

Option	Respondents	Percentage
Yes	25	05
No	350	70
Sometime	125	25
Total	500	100

(Source: - Primary Data)

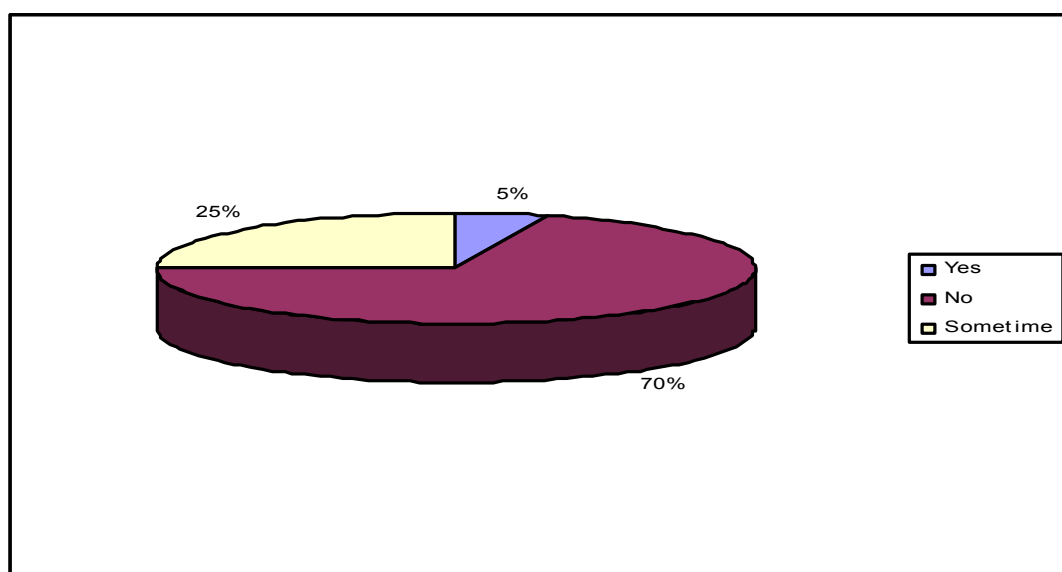


Figure 4.13

Interpretation

Above table 4.13 shows that 05% of respondents are getting extra facilities while using MVAS. 70% of the respondents are not getting extra facilities while using MVAS which is highest among all and 25% of respondents sometimes getting extra facilities while using MVAS.

Conclusion

Maximum No. of respondents are not getting extra facilities while using MVAS. Very low 05% of the respondents are getting extra facilities while using MVAS which is lowest and 25% sometimes getting extra facilities while using MVAS.

Table 4.14

Which is the following MVAS are you using mostly?

(In ten cities)

Option	Respondents	Percentage
SMS	325	65
MMS	25	05
PRBT/CRBT/RBT	50	10
GPRS/EDGE	25	05
RINGTONE/WALLPAPER	25	05
3G	10	02
M-COMMERCE	25	05
VOICE MAIL	15	03
Total	500	100

(Source: - Primary Data)

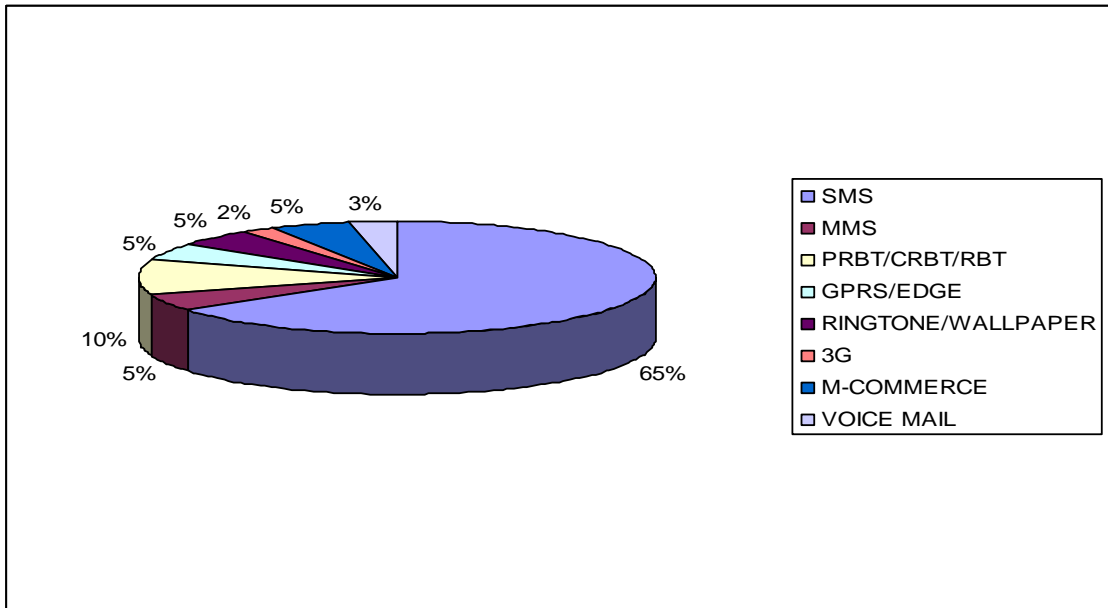


Figure 4.14

Interpretation

Above table 4.14 shows that 65% of respondents are using SMS MVAS mostly. 05% using MMS. 10% of respondents are using PRBT/CRBT/RBT MVAS mostly. GPRS/EDGE MVAS using by 05% of respondents. 05% of the respondents are using RINGTONE/WALLPAPER MVAS mostly. 02% respondents are using 3G MVAS which is lowest among all. M-COMMERCE MVAS using by 05% of respondents. 03% of respondents are using VOICE MAIL MVAS mostly.

Conclusion

Maximum No. of respondents are using SMS MVAS mostly and 02% of the respondents are using 3G MVAS which is lowest among all.

Table 4.15

Do you get easy connection/registration to start the MVAS?

(In ten cities)

Option	Respondents	Percentage
Yes	350	70
No	150	30
Total	500	100

(Source: - Primary Data)

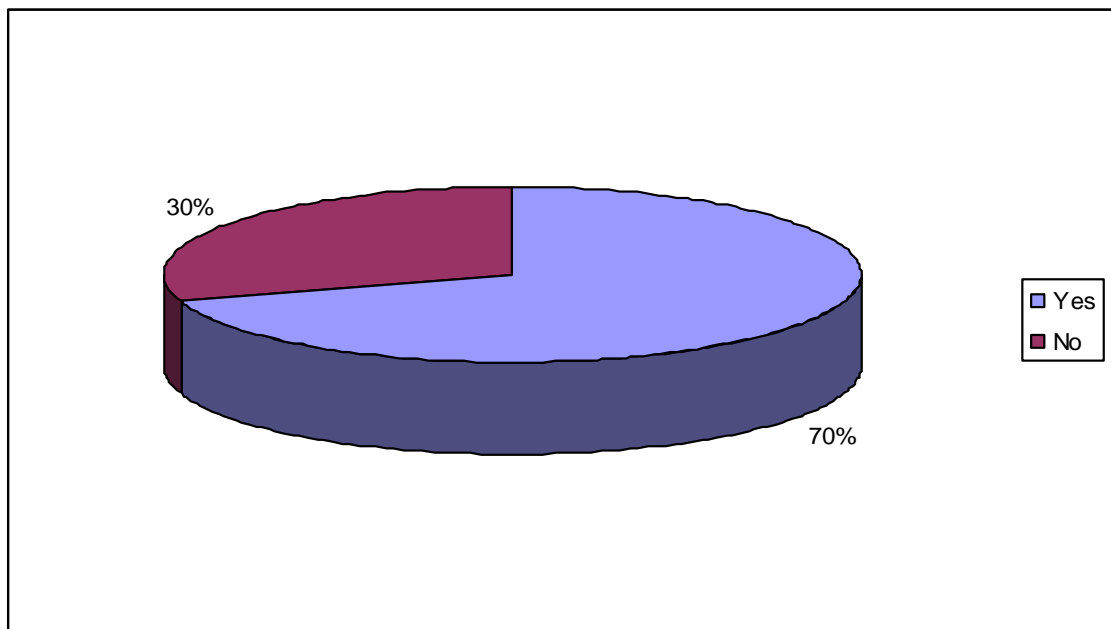


Figure 4.15

Interpretation

Above table 4.15 shows that 70% of respondents are getting easy connection/registration to start the MVAS which is highest among all and 30% of the respondents are not getting easy connection/registration to start the MVAS.

Conclusion

Maximum No. of respondents are getting easy connection/registration to start the MVAS which is 70% and only 30% of respondents are not getting easy connection/registration to start the MVAS.

Table 4.16

Are you feeling special while using the MVAS?

(In ten cities)

Option	Respondents	Percentage
Yes	400	80
No	100	20
Total	500	100

(Source: - Primary Data)

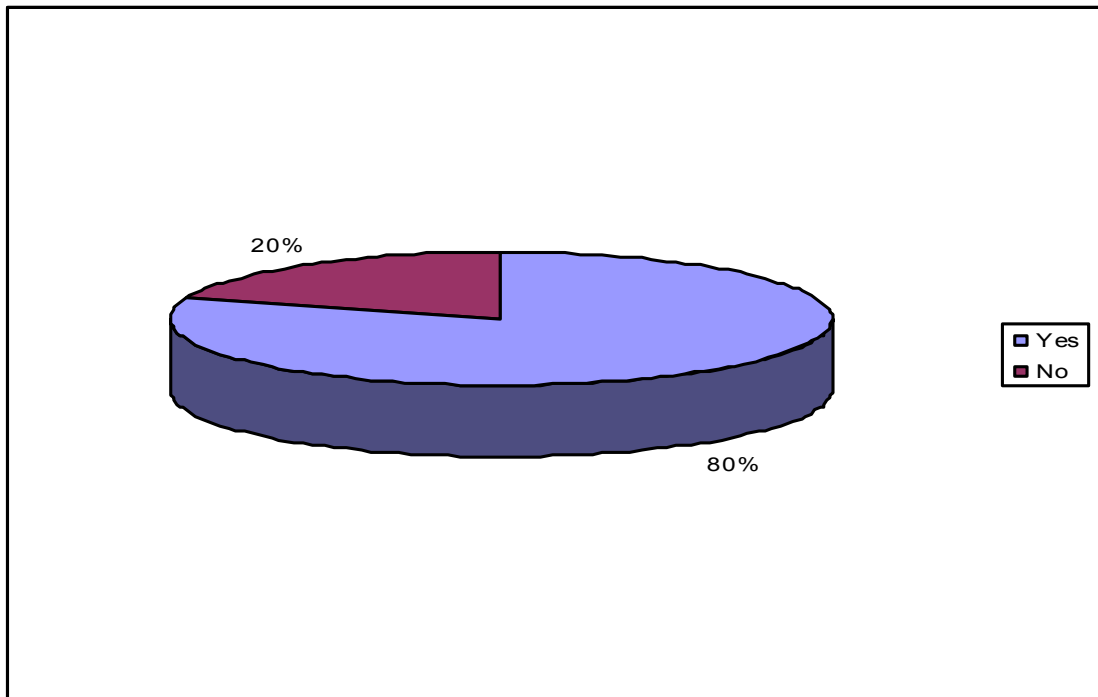


Figure 4.16

Interpretation

Above table 4.16 shows that 80% of respondents are feeling special while they are using the MVAS. 20% of the respondents are not feeling special while they are using the MVAS

Conclusion

Maximum No. of respondents are feeling special while they are using the MVAS which is 80% and 20% of the respondents are not feeling special while they are using the MVAS.

4.6 Future Expectation:

In this particular research, researcher wants to find out the respondent's future expectation on Mobile Value Added Services as well as improvement suggestions. So, the researcher asked very simple questionnaire to the respondent to find the future expectation and improvement suggestions in existing MVAS.

Table 4.17

Are you sure to get new MVAS in future?

(In ten cities)

Option	Respondents	Percentage
Yes	400	80
No	25	05
Possible	75	15
Total	500	100

(Source: - Primary Data)

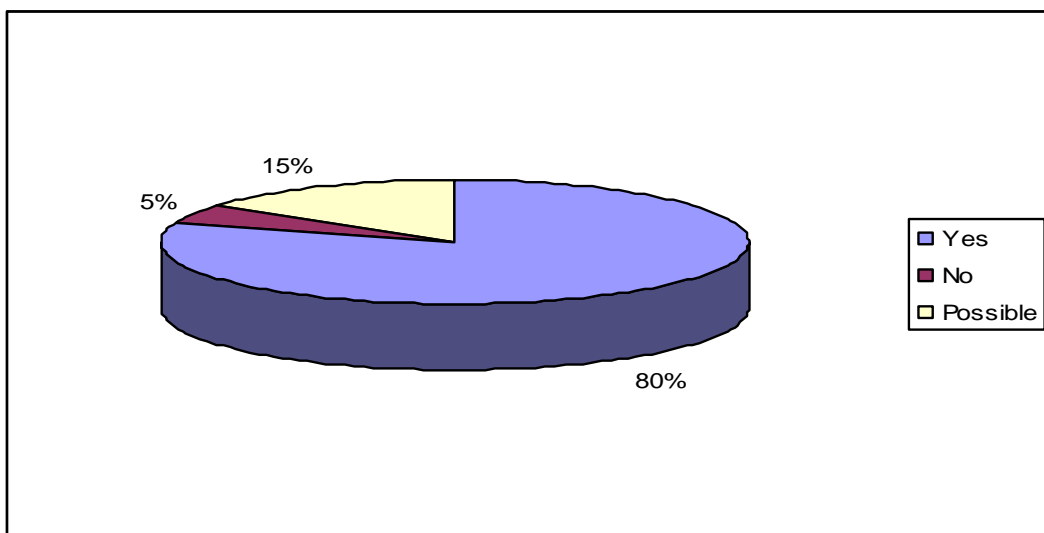


Figure 4.17

Interpretation

Above table 4.17 shows that 80% of respondents are sure to get new MVAS in future. 05% of the respondents are not sure to get new MVAS in future. 15% of the respondents are not sure on both options yes or no so they are on possible option.

Conclusion

Maximum No. of respondents are sure to get new MVAS in future which is 80% among all. 05% of respondents are not sure to get new MVAS in future. 15% gives middle option possible.

Table 4.18

Please rank MVAS condition in Nepal.

(In ten cities)

Option	Respondents	Percentage
Very Good	50	10
Good	300	60
Poor	100	20
Very Poor	50	10
Total	500	100

(Source: - Primary Data)

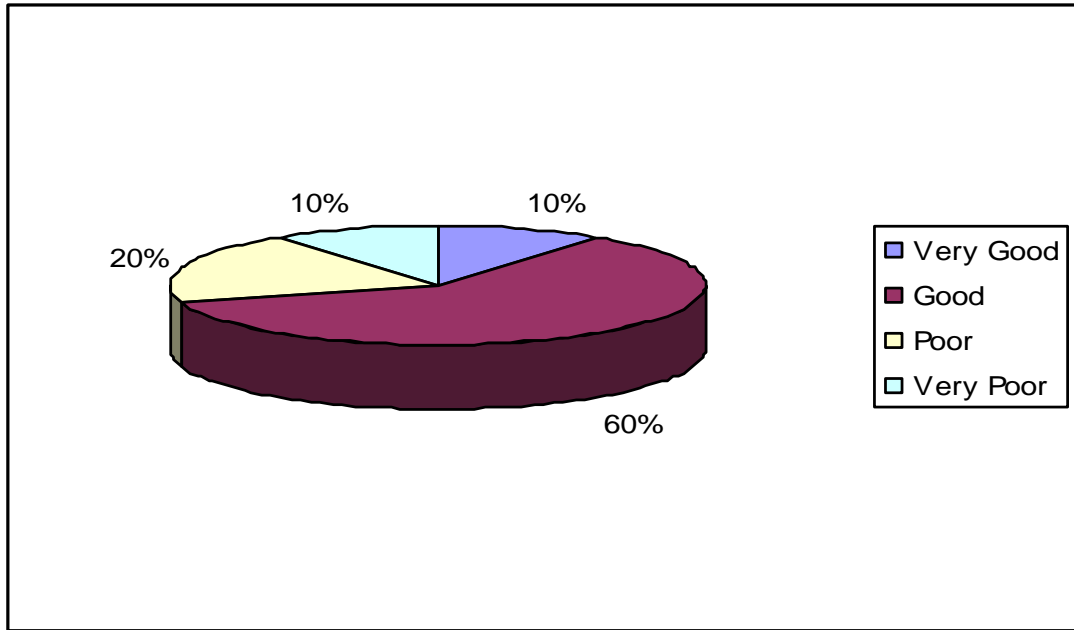


Figure 4.18

Interpretation

Above table 4.18 shows that 10% of respondents' rank very good MVAS condition in Nepal. 60% of the respondents' rank good MVAS condition in Nepal which is highest among all. 20% of the respondents' rank poor MVAS condition in Nepal. 10% of the respondents' rank very poor MVAS condition in Nepal which is same as very good option.

Conclusion

60% of respondents' rank good MVAS condition in Nepal which is highest among all. 10% respondents' rank good. 20% of the respondents' rank poor MVAS condition in Nepal and another 10% respondents' says very poor MVAS condition in Nepal.

Table 4.19

In Which following MVAS needs improvement/upgrade/development?

(In ten cities)

Option	Respondents	Percentage
SMS	150	30
MMS	50	10
PRBT/CRBT/RBT	75	15
GPRS/EDGE	75	15
RINGTONE/WALLPAPER	25	05
3G	25	05
M-COMMERCE	75	15
VOICE MAIL	25	05
Total	500	100

(Source: - Primary Data)

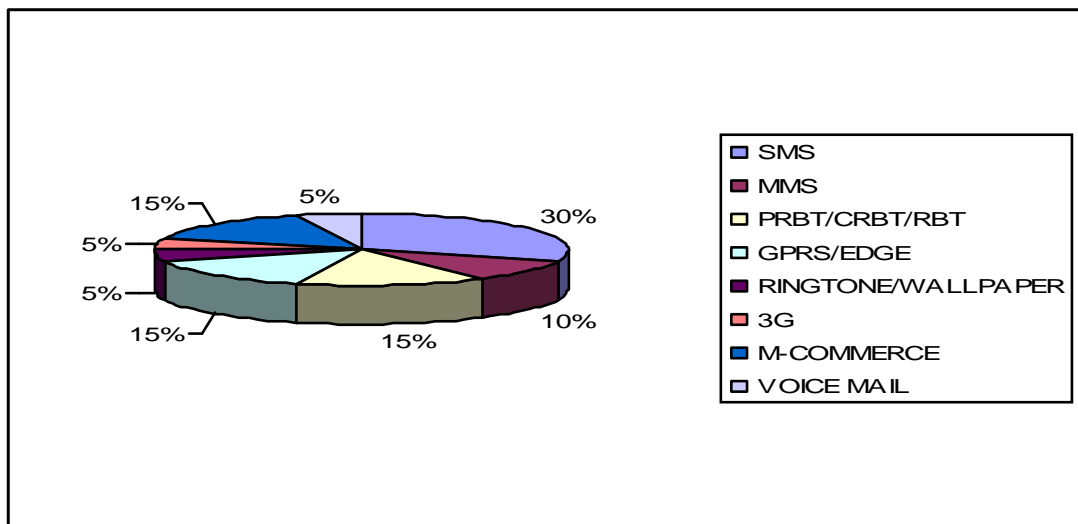


Figure 4.19

Interpretation

Above table 4.19 shows that 30% of respondents feel improvement/ upgrade/ development on SMS MVAS which is highest among all. 10% of respondents feel improvement/ upgrade/ development on MMS MVAS.15% of respondents feel improvement/ upgrade/ development on PRBT/CRBT/RBT MVAS.15% of respondents feel improvement/ upgrade/ development on GPRS/EDGE MVAS.5% of

respondents feel improvement/ upgrade/ development on RINGTONE/WALLPAPER MVAS.5% of respondents feel improvement/ upgrade/ development on 3G MVAS.15% of respondents feel improvement/ upgrade/ development on M-COMMERCE MVAS.5% of respondents feel improvement/ upgrade/ development on VOICE MAIL MVAS.

Conclusion

Maximum No. of respondents feel improvement/ upgrade/ development on SMS MVAS which is highest among all is 30%. 5% of respondents feel improvement/ upgrade/ development on RINGTONE/WALLPAPER MVAS and another 5% of respondents feel improvement/ upgrade/ development on 3G MVAS. In a same way 5% of respondents feel improvement/ upgrade/ development on VOICE MAIL MVAS.

Table 4.20

Which is the following MVAS are user friendly?

(In ten cities)

Option	Respondents	Percentage
SMS	225	45
MMS	75	15
PRBT/CRBT/RBT	100	20
GPRS/EDGE	25	05
RINGTONE/WALLPAPER	10	02
3G	15	03
M-COMMERCE	25	05
VOICE MAIL	25	05
Total	500	100

(Source: - Primary Data)

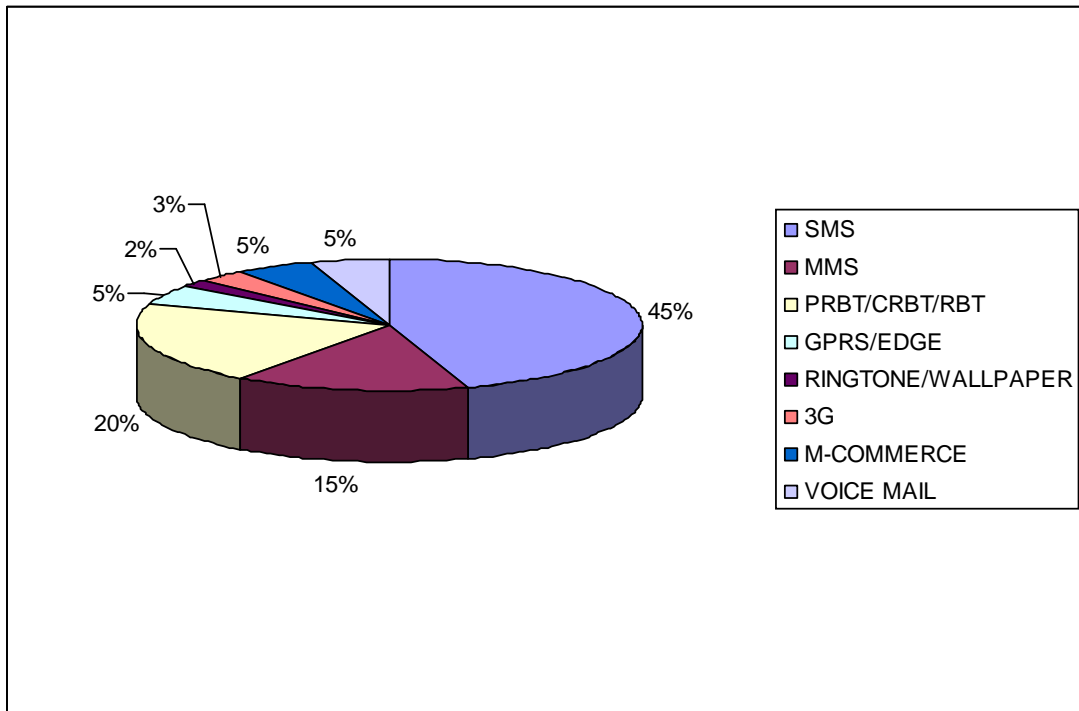


Figure 4.20

Interpretation

Above table 4.20 shows that 45% of respondents feel SMS MVAS is user friendly which is highest among all. 15% of respondents feel MMS MVAS is user friendly. 20% of respondents feel PRBT/CRBT/RBT MVAS is user friendly. 5% of respondents feel GPRS/EDGE MVAS is user friendly. 2% of respondents feel RINGTONE/WALLPAPER MVAS is user friendly which is lowest among all. 3% of respondents feel 3G MVAS is user friendly. 5% of respondents feel M-COMMERCE MVAS is user friendly and another 5% of respondents feel VOICE MAIL MVAS is user friendly.

Conclusion

45% of respondents feel SMS MVAS is user friendly which is highest among all and 15% of respondents feel MMS MVAS is user friendly and 2% of respondents feel RINGTONE/ WALLPAPER MVAS is user friendly which is lowest among all.

Table 4.21

Which based following MVAS is preferable for you?

(In ten cities)

Option	Respondents	Percentage
SMS Based	450	90
Internet Based	50	10
Total	500	100

(Source: - Primary Data)

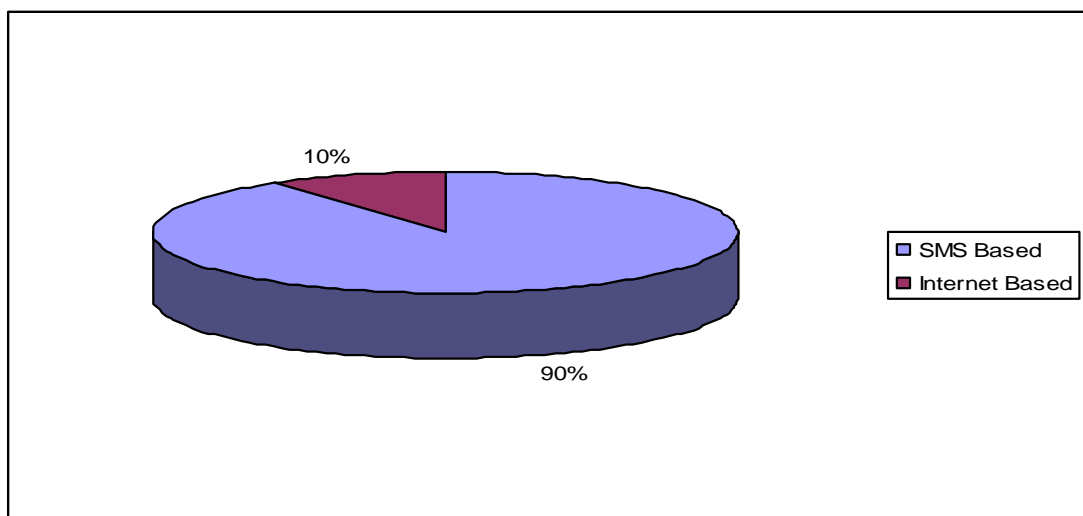


Figure 4.21

Interpretation

Above table 4.21 shows that 90% of respondents prefer to use SMS Based MVAS which is highest among and 10% of respondents prefer to use Internet Based MVAS which is lowest among all.

Conclusion

90% of respondents prefer to use SMS Based MVAS which is highest among and 10% of respondents prefer to use Internet Based MVAS which is lowest among all.

4.7 Factors which Supports to Retain MVAS Users:

In this particular research, researcher wants to find out the different factors which retain the MVAS users. Researcher tried to find out the factors for future business and development. So, the researcher asked very simple questionnaire to the respondent to find the different factors which touches their heart.

Table 4.22

Which factors attract you to use different MVAS?

(In ten cities)

Option	Respondents	Percentage
Entertainment	300	60
Education	100	20
Social networking	75	15
Status	25	05
Total	500	100

(Source: - Primary Data)

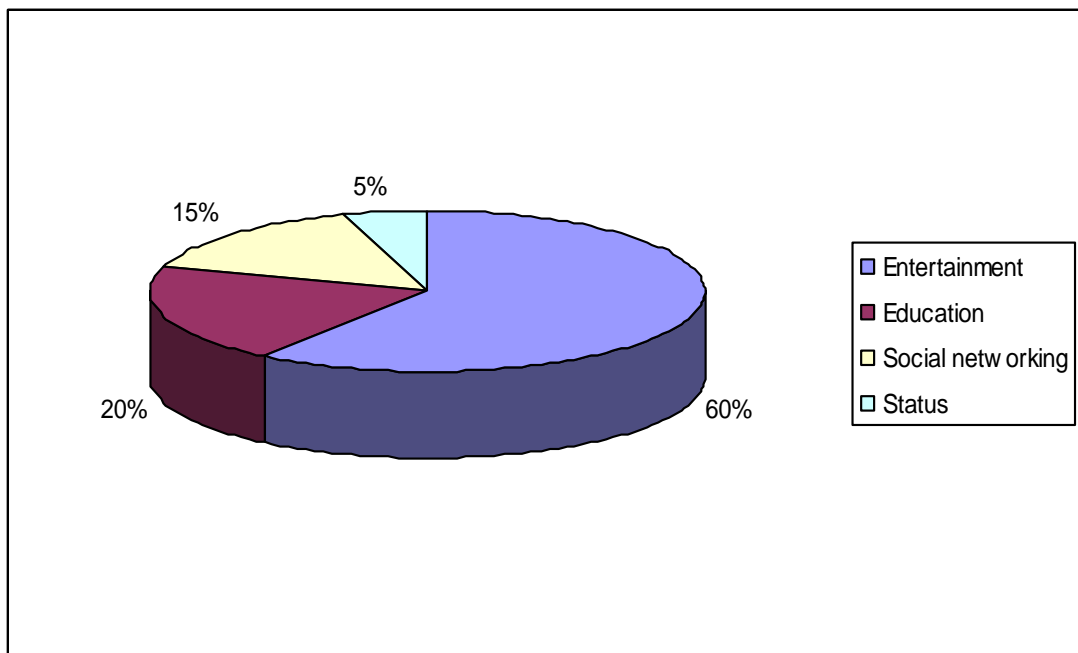


Figure 4.22

Interpretation

Above table 4.22 shows that 60% of respondents feels Entertainment factor attract them to use MVAS which is highest among all. 20% of respondents feels Education factor attract them to use MVAS. 15% of respondents feels Social networking factor attract them to use MVAS and 5% of respondents feels Status factor attract them to use MVAS which is lowest among all.

Conclusion

60% of respondents feels Entertainment factor attract them to use MVAS which is highest among all and 5% of respondents feels Status factor attract them to use MVAS which is lowest among all.

Table 4.23

Which is the following factor consider while using MVAS?

(In ten cities)

Option	Respondents	Percentage
Rate	250	50
Accessibility	50	10
Benefits	150	30
Plan	50	10
Total	500	100

(Source: - Primary Data)

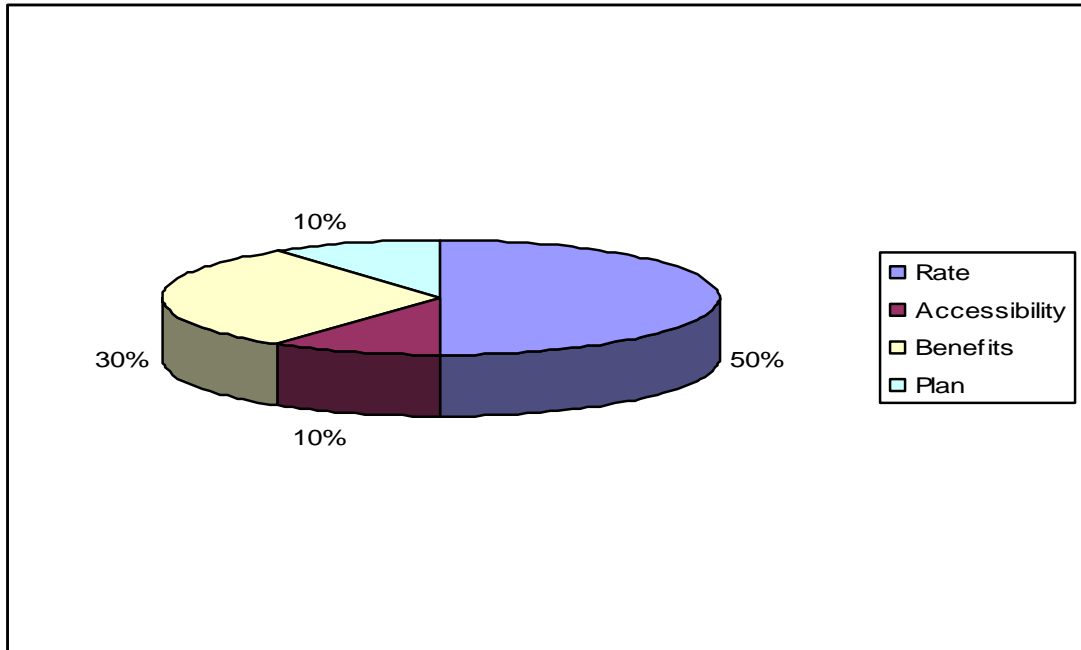


Figure 4.23

Interpretation

Above table 4.23 shows that 50% of respondents consider Rate factor while using MVAS which is highest among all. 10% of respondents consider Accessibility factor while using MVAS. 30% of respondents consider Benefits factor while using MVAS and 10% of respondents consider Plan factor while using MVAS.

Conclusion

50% of respondents consider Rate factor while using MVAS which is highest among all. 10% of respondents consider Accessibility factor while using MVAS. 30% of respondents consider Benefits factor while using MVAS and 10% of respondents consider Plan factor while using MVAS.

Table 4.24

Which is the following MVAS are you like most?

(In ten cities)

Option	Respondents	Percentage
SMS	250	50
MMS	50	10
PRBT/CRBT/RBT	100	20
GPRS/EDGE	25	05
RINGTONE/WALLPAPER	25	05
3G	15	03
M-COMMERCE	25	05
VOICE MAIL	10	02
Total	500	100

(Source: - Primary Data)

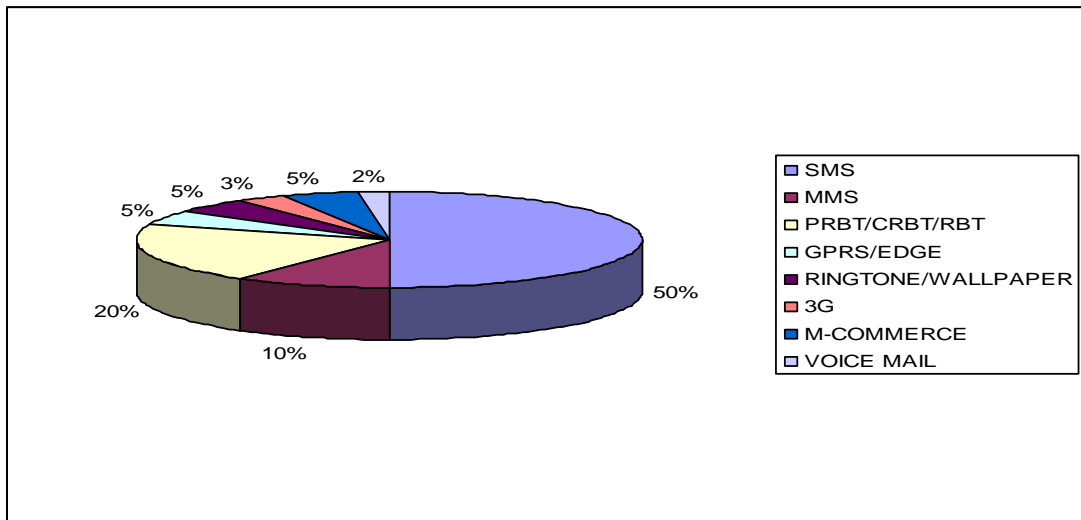


Figure 4.24

Interpretation

Above table 4.24 shows that 50% of respondents like SMS MVAS most, this is highest among all. 10% of respondents like MMS MVAS most. 20% of respondents like PRBT/CRBT/RBT MVAS most. 5% of respondents like GPRS/EDGE MVAS most. 5% of respondents like RINGTONE/ WALLPAPER MVAS most. 3% of

respondents like 3G MVAS most. 5% of respondents like M-COMMERCE MVAS most and 2% of respondents like VOICE MAIL MVAS most, this is lowest among all.

Conclusion

50% of respondents like SMS MVAS most, this is highest among all. 5% of respondents like M-COMMERCE MVAS most and 2% of respondents like VOICE MAIL MVAS most, this is lowest among all.

Table 4.25

Does MVAS advertisement give way to start the service?

(In ten cities)

Option	Respondents	Percentage
Yes	200	40
No	125	25
Sometime	175	35
Total	500	100

(Source: - Primary Data)

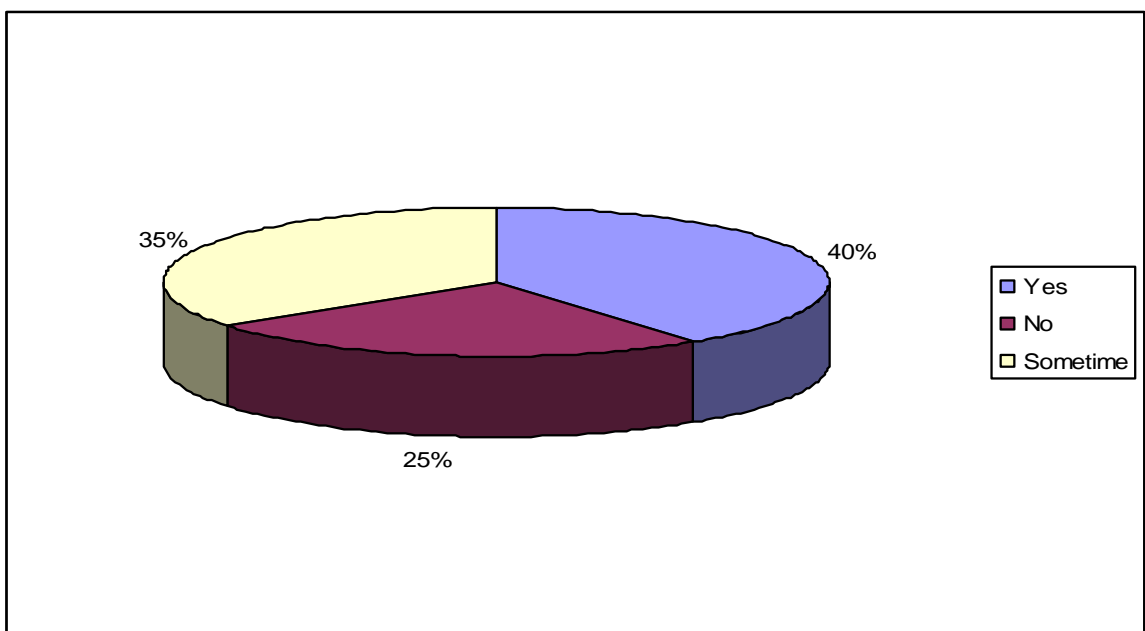


Figure 4.25

Interpretation

Above table 4.25 shows that 40% of respondents find ways to start the service after see the MVAS advertisement which is highest among all. 25% of respondents do not find ways to start the service after see the MVAS advertisements which is lowest among all and 35% of respondents sometimes only find ways to start the service after see the MVAS advertisement which is second highest among all.

Conclusion

40% of respondents find ways to start the service after see the MVAS advertisement which is highest among all and 25% of respondents do not find way to start the service after see the MVAS advertisement which is lowest among all.

Table 4.26

Have you ever suggested for MVAS by your friend?

(In ten cities)

Option	Respondents	Percentage
Yes	300	60
No	200	40
Total	500	100

(Source: - Primary Data)

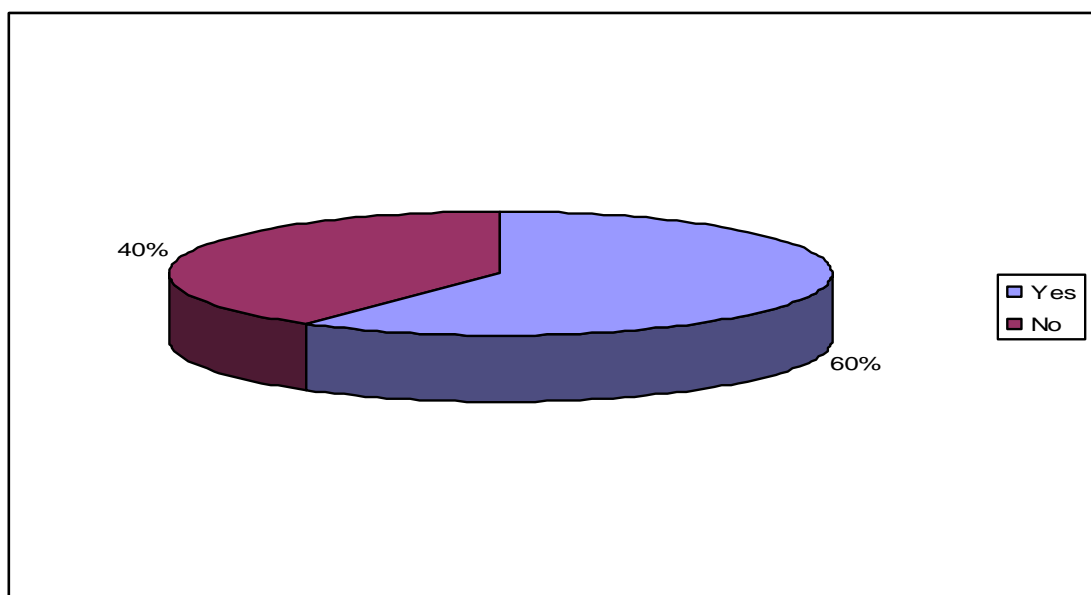


Figure 4.26

Interpretation

Above table 4.26 shows that 60% of respondents are suggested to use MVAS by their friends which is highest among all and 40% of the respondents are not suggested to use MVAS by their friends which is lowest among all.

Conclusion

60% of respondents are suggested to use MVAS by their friends which is highest among all and 40% of the respondents are not suggested to use MVAS by their friends which is lowest among all.

4.8 Content (MVAS) Provider's Views:

In this particular research, researcher wants to find out the views regarding MVAS in Nepal through the eye from content (MVAS) providers. Researcher tried to find out the different valuable findings from their side, future conditions as well as suggestions for future business and development. So, the researcher asked very simple questionnaire to the respondent to find their findings, future condition as well as suggestions.

Out of the 10 questionnaire all were distributed to the real content (MVAS) providers who are from different companies.

Table 4.27

Are you fulfilling the requirements of Nepalese MVAS user's?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	7	70
No	1	10
Little bit	2	20
Total	10	100

(Source: - Primary Data)

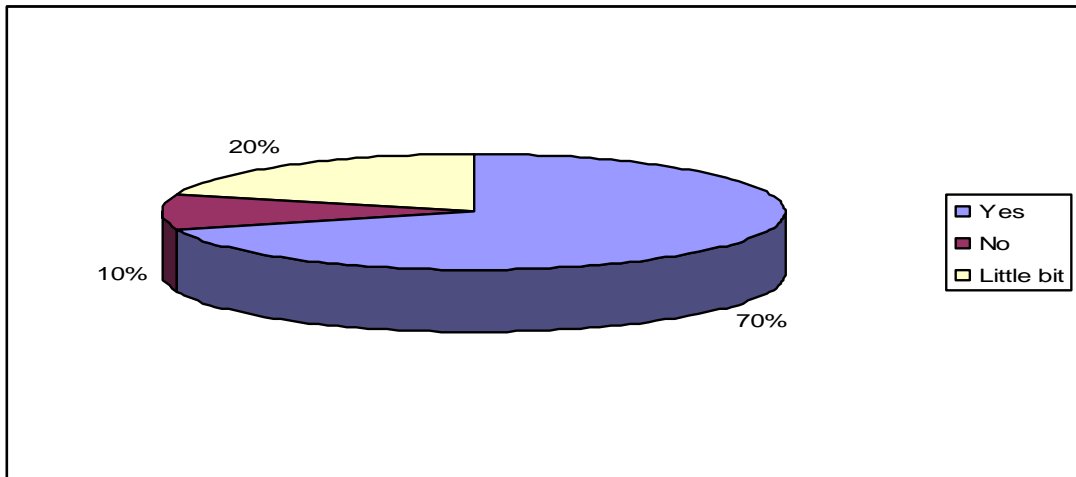


Figure 4.27

Interpretation

Above table 4.27 shows that 70% of respondents (MVAS Providers) fulfilling the requirements of Nepalese MVAS user's which is highest among all. 10% of the respondents (MVAS Providers) are not fulfilling the requirements of Nepalese MVAS user's which is lowest among all and 20% of respondents (MVAS Providers) are little bit fulfilling the requirements of Nepalese MVAS user's.

Conclusion

70% of respondents (MVAS Providers) fulfilling the requirements of Nepalese MVAS user's which is highest among all and 10% of the respondents (MVAS Providers) are not fulfilling the requirements of Nepalese MVAS user's which is lowest among all.

Table 4.28
How do you rate the MVAS in Nepal?

(In Bagmati Zone)

Option	Respondents	Percentage
Very Good	2	20
Good	7	70
Poor	1	10
Very Poor	0	0
Total	10	100

(Source: - Primary Data)

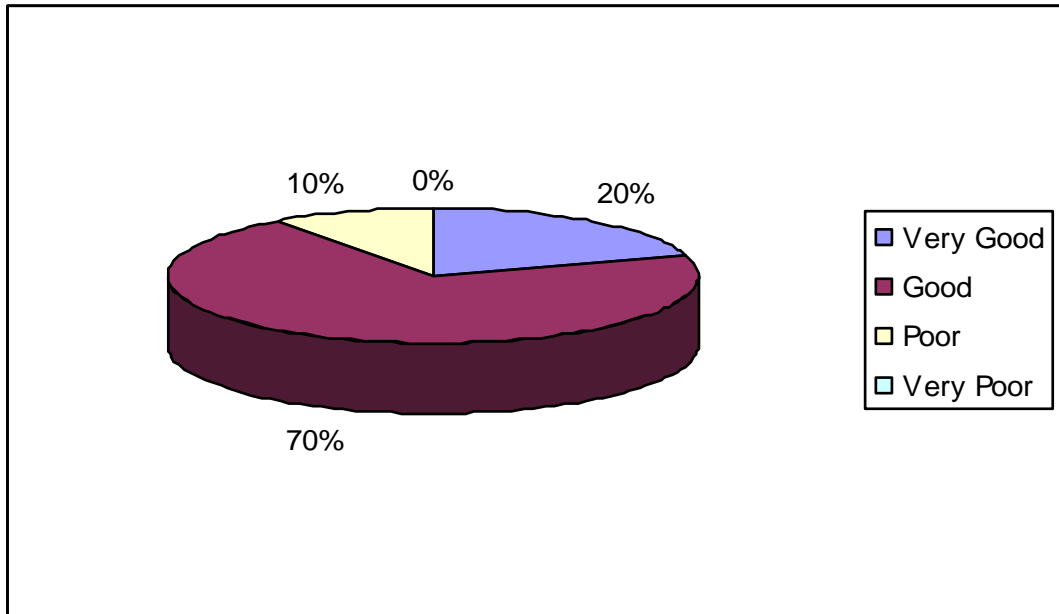


Figure 4.28

Interpretation

Above table 4.28 shows that 20% of respondents (MVAS Providers) rank very good MVAS condition in Nepal. 70% of the respondents (MVAS Providers) ranks good MVAS condition in Nepal which is highest among all. 10% of the respondents (MVAS Providers) rank poor MVAS condition in Nepal which is lowest among all.

Conclusion

70% of the respondents (MVAS Providers) ranks good MVAS condition in Nepal which is highest among all. 10% of the respondents (MVAS Providers) rank poor MVAS condition in Nepal which is lowest among all.

Table 4.29

Do you think MVAS in Nepal growing day by day?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	10	100
No	0	0
Total	10	100

(Source: - Primary Data)

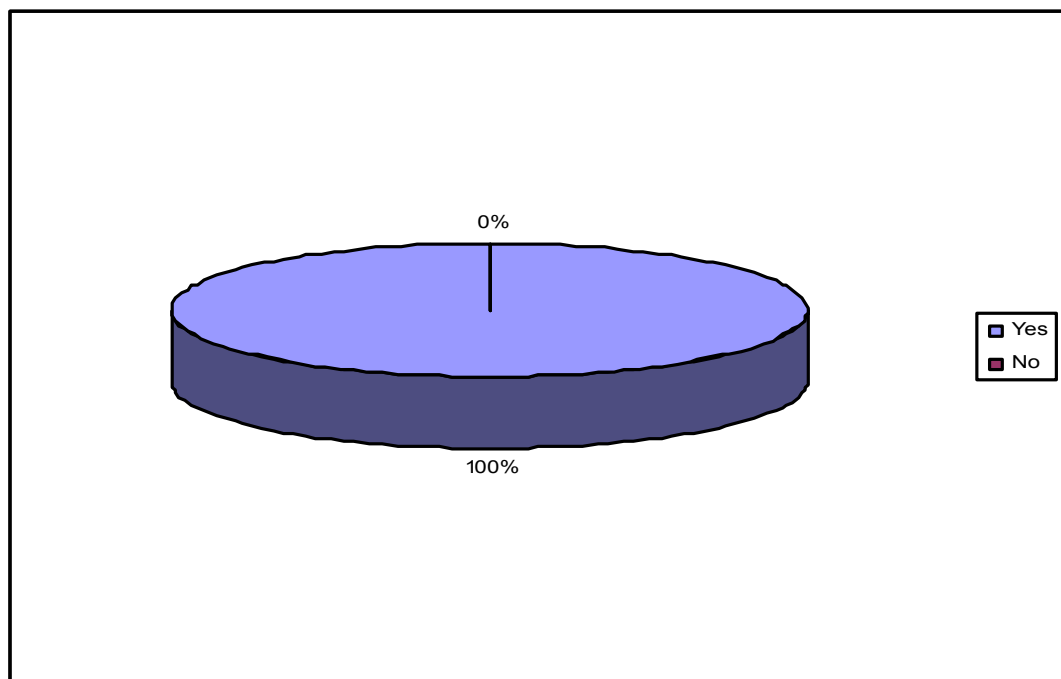


Figure 4.29

Interpretation

Above table 4.29 shows that 100% of respondents (MVAS Providers) think, MVAS in Nepal growing day by day.

Conclusion

100% of respondents (MVAS Providers) think, MVAS in Nepal growing day by day.

Table 4.30

Could you sustain from MVAS income?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	9	90
No	1	10
Total	10	100

(Source: - Primary Data)

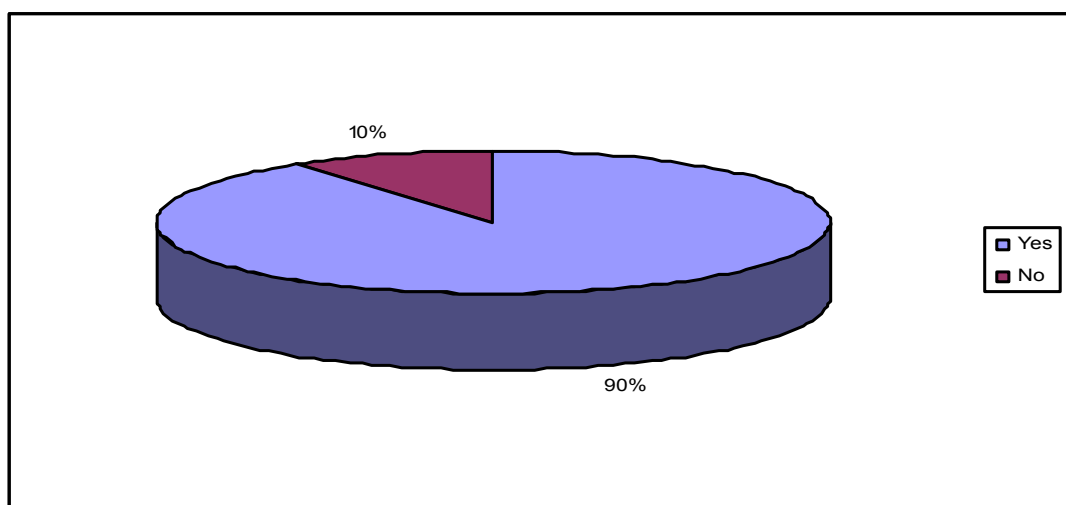


Figure 4.30

Interpretation

Above table 4.30 shows that 90% of respondents (MVAS Providers) sustain from MVAS income which is highest among all. 10% of the respondents (MVAS Providers) couldn't sustain from MVAS income which is lowest among all.

Conclusion

90% of respondents (MVAS Providers) sustain from MVAS income which is highest among all and 10% of the respondents (MVAS Providers) couldn't sustain from MVAS income which is lowest among all.

Table 4.31

Does advertisement impact to increase the MVAS users?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	8	80
No	2	20
Total	10	100

(Source: - Primary Data)

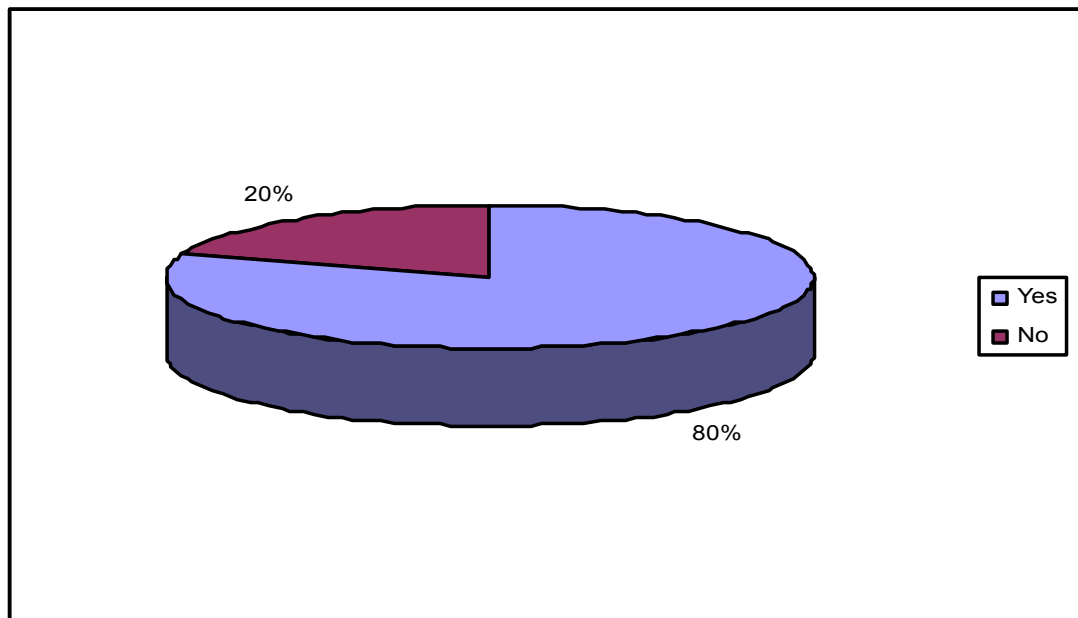


Figure 4.31

Interpretation

Above table 4.31 shows that 80% of respondents (MVAS Providers) are finding impact to increase the MVAS users which is highest among all. 20% of respondents (MVAS Providers) are not finding impact to increase the MVAS users which is lowest among all.

Conclusion

80% of respondents (MVAS Providers) are finding impact to increase the MVAS users which is highest among all and 20% of respondents (MVAS Providers) are not finding impact to increase the MVAS users which is lowest among all.

Table 4.32

Are you getting easy support from Government body?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	1	10
No	9	90
Total	10	100

(Source: - Primary Data)

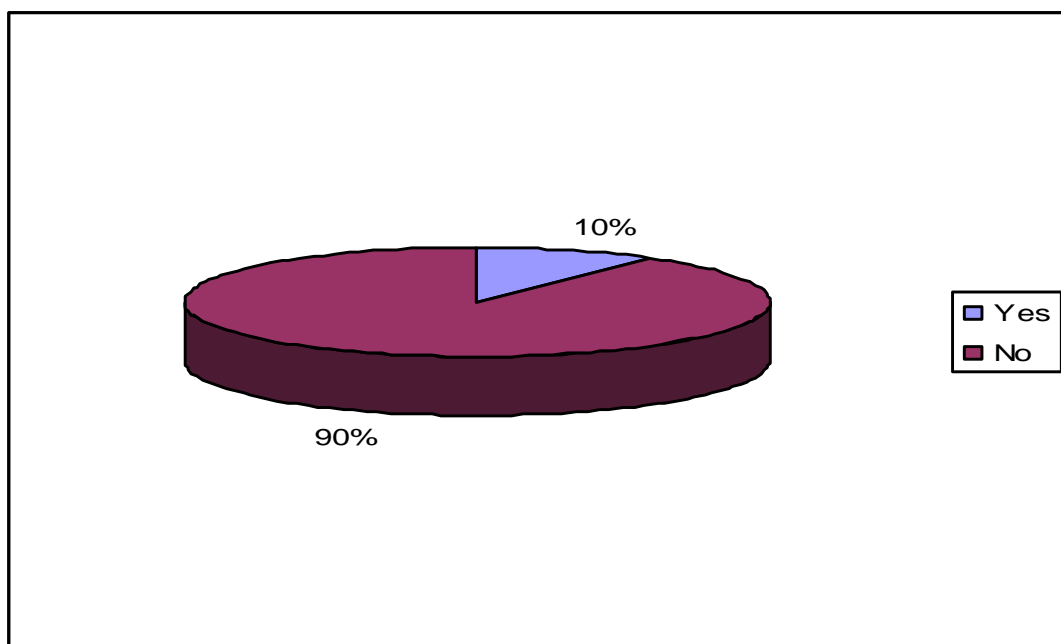


Figure 4.32

Interpretation

Above table 4.32 shows that 10% of respondents (MVAS Providers) are getting easy support from government body which is lowest among all. 90% of the respondents

(MVAS Providers) are not getting easy support from government body which is highest among all.

Conclusion

Maximum No. of respondents (MVAS Providers) are not getting easy support from government body which is 90% and lowest no. of respondents (MVAS Providers) are getting easy support from government body which is 10%.

Table 4.33

Are you planning to launch new MVAS in Nepal?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	6	60
No	4	40
Total	10	100

(Source: - Primary Data)

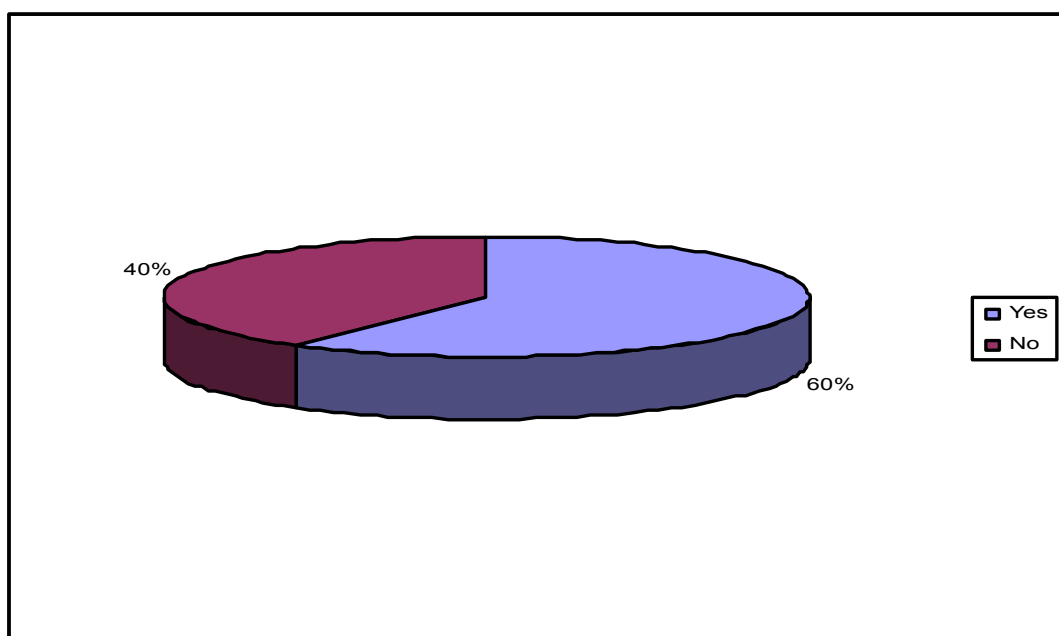


Figure 4.33

Interpretation

Above table 4.33 shows that 60% of respondents (MVAS Providers) are planning to launch new MVAS in Nepal which is higher than other option. 40% of respondents (MVAS Providers) are not planning to launch new MVAS in Nepal which is lower than other.

Conclusion

60% of respondents (MVAS Providers) are planning to launch new MVAS in Nepal which is higher than other option and 40% of respondents (MVAS Providers) are not planning to launch new MVAS in Nepal.

Table 4.34

Which is the following competition available between content (MVAS) providers?

(In Bagmati Zone)

Option	Respondents	Percentage
Perfect	2	20
Monopolistic	5	50
Oligopoly	3	30
Monopoly	0	0
Total	10	100

(Source: - Primary Data)

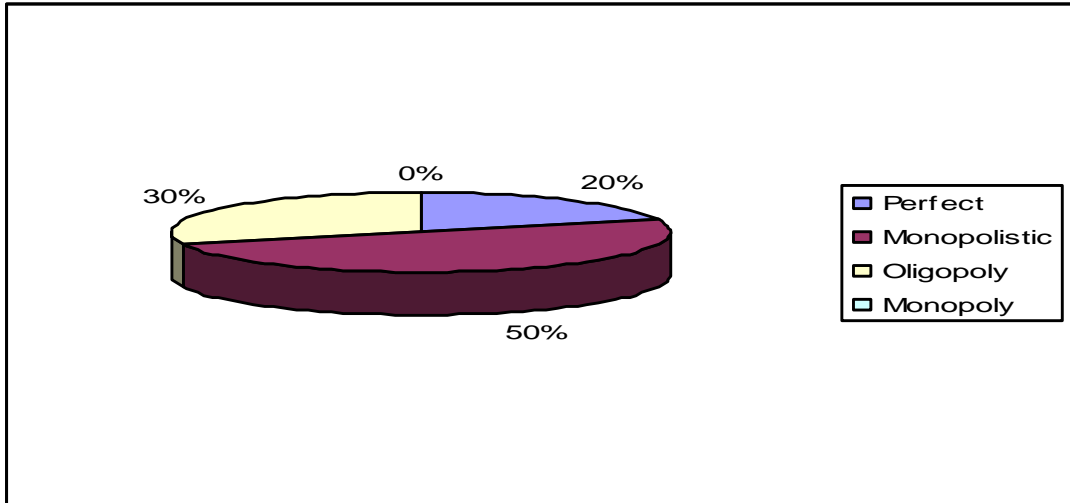


Figure 4.34

Interpretation

Above table 4.34 shows that 20% of respondents (MVAS Providers) think that there is Perfect competition available between content (MVAS) Providers which are lowest among all. 50% of respondents (MVAS Providers) think that there is Monopolistic competition available between content (MVAS) Providers which are highest among all. 30% of respondents (MVAS Providers) think that there is Oligopoly competition available between content (MVAS) Providers.

Conclusion

20% of respondents (MVAS Providers) think that there is Perfect competition available between content (MVAS) Providers which are lowest among all and 50% of respondents (MVAS Providers) think that there is Monopolistic competition available between content (MVAS) Providers which are highest among all.

Table 4.35

Do you think, MVAS can increase income for Telecoms?

(In Bagmati Zone)

Option	Respondents	Percentage
Yes	9	90
No	1	10
Total	10	100

(Source: - Primary Data)

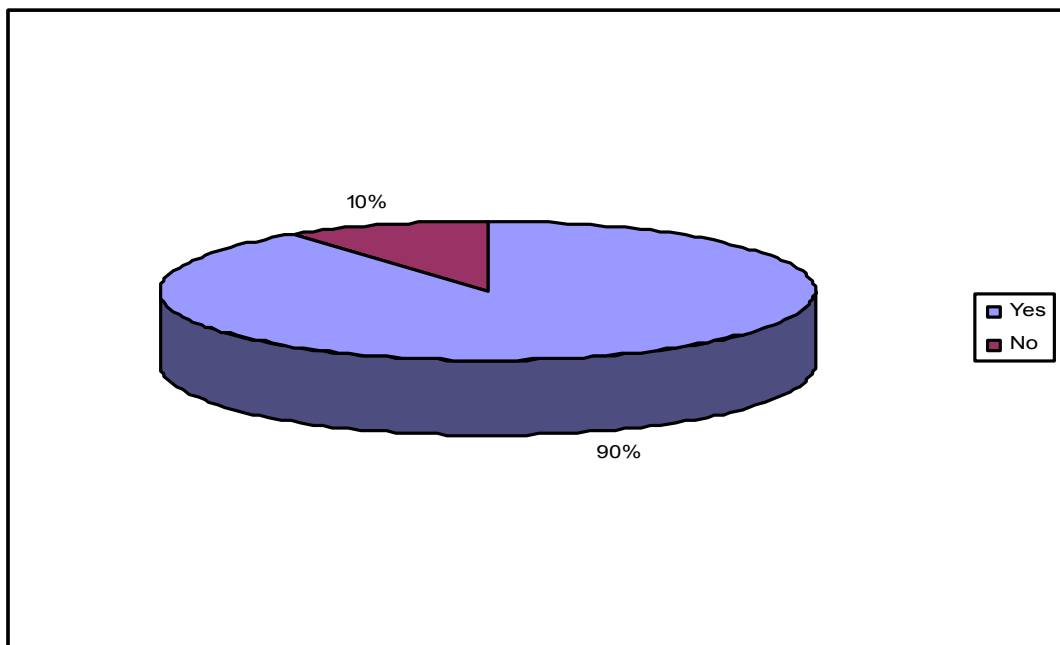


Figure 4.35

Interpretation

Above table 4.35 shows that 90% of respondents (MVAS Providers) think that MVAS can increase income for telecoms. 10% of respondents (MVAS Providers) do not think that MVAS can increase income for telecoms.

Conclusion

Maximum No. of respondents (MVAS Providers) think that MVAS can increase income for telecoms which is 90% and 10% of respondents (MVAS Providers) do not think that MVAS can increase income for telecoms.

4.9 Major Findings:

The main objective of this study is to find out satisfaction level of customers, future expectation of customer or improvement in existing MVAS and find out the factors which support to retain MVAS users of the company. The research is mainly focused on customer's point of view as well as content (MVAS) providers. Questionnaires were distributed to MVAS users and content (MVAS) providers and also interviews were taken from them. So, the following findings are drawn from above research.

1. The maximum respondent age fall under 30 while having survey.
2. The no. of male participate were higher than female.
3. Most of the respondents were certificate level and having less than Rs. 5000 income level.
4. Still the awareness and MVAS information knowledge is not so popular among in the general public.
5. SMS based MVAS is preferable by maximum no. of users rather than internet based.
6. Maximum no. of Respondents have positive attitude towards advertising. Advertising is crucial tool of the marketing of the MVAS.
7. Major Telecoms Companies are still trying to attracted consumer towards its MVAS through Heavy Promotional tools.
8. Mobile VAS applications have been a source of incremental revenue and customer satisfaction for network operators and hosted service providers in Nepal.
9. Popularity of MVAS is increasing day by day and market potentiality of Mobile Value Added (MVAS) in Nepal is high and increasing day by day.
10. MVAS users are not so much satisfied in terms of rates, accessibility, benefits and plans.
11. MVAS increase income for telecoms.
12. Future expectation is very high to get new MVAS in future.
13. Government of Nepal is not supportive for development of MVAS.
14. Most of the respondents were attracted by Entertainment factor to use MVAS.
15. Maximum no. of respondents' rank good MVAS condition in Nepal.

16. Rates are more considerable factor to use the MVAS.
17. Most of the respondents are getting 24 hour service facilities on MVAS.
18. MVAS has emerged as and known service in the country's cell phone telephony market.
19. Accessibility of the MVAS is moderate.
20. People generally use mobile phones to be in touch with the family members before, now along with this fundamental reason people are also enjoying on MVAS.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter summarize the major findings of the study; draws conclusion about the *A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL*. It provides recommendation to make valuable suggestions for the MVAS users, government as well as content (MVAS) providers concerned. Summary mainly focus on the objectives, methods and findings of the study. Conclusion section attempts to synthesize the result of specific objectives. Similarly, the recommendation part consists of some fundamental recommendations to the MVAS users, government as well as content (MVAS) providers.

The study was agreed out some chronological steps of research methodology such as defining research problem, reviewing literature, research design, data collection, data analyze, interpreting and reporting part.

5.1 Summary:

A marketing research on “A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL” was conducted. Questionnaire were distributed in different cities of Nepal for identify satisfaction level of customers based on offered Mobile Value Added Services’ rates, accessibility, benefits and plans, identify the customer future expectation with new Mobile Value Added Services (MVAS) or Improvement in existing MVAS and identify the factors which support to retain MVAS users of the company. Questionnaires were distributed to MVAS users and content (MVAS) providers and also interviews were taken from them. The study is concerning MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL. After analysis data interpretation and conclusion has been made. The main target of this study is to find out satisfaction level of customers, future expectation of customer or improvement in existing MVAS and find out the factors which support to retain MVAS users of the

company. So, to fulfill this target MVAS user and content (MVAS) provider's survey has performed with very specific questionnaire method and essential statistical tools were used wherever needed.

The research found that still the awareness and MVAS information knowledge is not so popular among in the general public. Most of the people don't the terms MVAS. Major Telecoms Companies are still trying to attracted consumer towards its MVAS through Heavy Promotional tools. From initial phase to now the MVAS popularity is increasing day by day finally study shows that market potentiality of Mobile Value Added (MVAS) in Nepal is high and increasing day by day.

The evolution of MVAS in Nepal is not so much longer. The concept of MVAS within people is constrained. Simple text message was started along with core services but other Mobile Value Added Services started gradually by time being. Mobile Value Added Services (MVAS) is a well established and rapidly growing set of mobile applications beyond basic voice and messaging services. Many of these interactive services are targeted towards consumers, and include entertainment, gaming, and multimedia content delivery and enhanced messaging capabilities. Business-focused MVAS can include advanced messaging, conferencing capabilities, and customer's self-service applications. Mobile VAS applications have been a source of incremental revenue and customer satisfaction for network operators and hosted service providers in Nepal.

Nepal Doorsanchar Company Limited is a company registered under the companies Act 2053. However the company is known to the general public by the brand name Nepal Telecom as registered trademark. It offers different MVAS like voice mail service, CRBT, GPRS, SMS based services etc.

United Telecom Ltd, a joint venture between Videsh Sanchar Nigam Ltd. (formerly VSNL), TCMahanagar Telephone Nigam Ltd. (MTNL), and Telecommunications Consultants India Ltd. (TCIL), and Nepal Ventures Private Ltd. (NVPL) plans to offer telephony services in Nepal based on the wireless local loop (WLL) technology &

extensive scrutiny. It offers different MVAS like Text message service, CRBT, SMS based services, Fax service, Call Forwarding, Call Waiting, do not disturb etc.

Spice Nepal is the first private mobile operator in Nepal and launched its services under the Mero Mobile brand in 2005. The company recently changed branded itself and currently provides its services under the new and vibrant Ncell brand. Teliasonera, a leading European provider of telecommunication services in over 20 markets, owns a controlling stake in Spice Nepal. Ncell is providing different kinds of MVAS to the public like Voice messages, Text messages, Call Forwarding, Call Waiting, Fax Call Conference, PRBT, GPRS, SMS based services etc.

In context of MVAS, Nepalese people have been using MVAS like voice mail service, CRBT, GPRS, MMS, 3G service, m-commerce, Wallpaper, Animation, Ring tones, poll and contest based services, Text messages, Call Forwarding, Call Waiting, Fax Call Conference are increasing in Nepal. The behavior of Nepalese population is changing day by day, the density of young population has been increasing and the different types of advertisements have been published by the companies regarding MVAS day by day which can easily attract the consumer. There are so many companies coming into Nepalese market in the field of telecommunication.

Operators are facing keen competition and the margins from their voice businesses are very declining. Therefore they are looking at MVAS as the next wave for growth. It has become the flywheel of telecom growth and a large chunk of revenue for operators is likely to come from MVAS services in the years to come.

The main objective of this study is to find out the market potentiality of mobile value added services (MVAS) in Nepal. Analyze the potential market for the MVAS in Nepal through different survey is done. Find out the market potentiality is one of the most crucial study without taking any financial data. The lack of financial data is the main reason to use qualitative process for the study. The task on market analysis is segmentation of customer based on age, gender, education, income, etc. This is a study based on this topic “A STUDY OF MARKET POTENTIALITY OF MOBILE VALUE ADDED SERVICES (MVAS) IN NEPAL” where primary data are collected from public/organization through questionnaire

In the First Chapter, general background of MVAS, Brief overview of MVAS in Nepal, focus of the study, Statement of the problem, Objectives of the study, Significance of the study, Limitations of the study and Organizations of the study. In the second chapter, the review of literature is made. This chapter briefly deals with conceptual frameworks of the study, details of market and review of thesis as well as different research, journals etc. In the third chapter, research design, data collection method, sources of data populations and samples, data collection procedures, technique of data analysis are presented. In the fourth chapter, various data are gathered from different sources and Presented as required by the research objective; data are analyzed and interpreted with the help of various tables and diagrams.

This study mainly focus the opinion of MVAS users and content (MVAS) providers about the existing services and facilities provided by the company, from their demand and desire, existing services, rates, services, accessibility, satisfaction , motivational factor, future expectation etc are discussed and analyzed. However, the research done vary short period taking samples from different cities within Nepal. Its findings could be useful for existing as well as upcoming telecoms, content (MVAS) providers, government, MVAS users, policy makers and who wants to know about MVAS in Nepal.

5.2 Conclusion

It was already stated this study is based on both primary and secondary data. Reliability of analysis and conclusion depends upon accuracy of data and we assured that in the accuracy of the data is realistic as per study.

The study shows that from initial phase to now the MVAS popularity is increasing day by day and market potentiality of Mobile Value Added (MVAS) in Nepal is high and increasing day by day.

MVAS users are not so much satisfied in terms of rates, accessibility, benefits and plans. MVAS users' shares their finding related to the MVAS. Future expectation is

high to increase the level of MVAS as well as improvements. Users gave their feedback to improve the MVAS as well as their preferences. Users preferred different kinds of MVAS which helps to content (MVAS) providers to improve on the certain services as well as areas.

The study also revealed that the factors which support to retain MVAS users of the company. Study shows MVAS user's consideration as well as factors to attract towards the service. Impact of the advertisement is also revealed in this study. Study also gives the MVAS related information, feedbacks, real pictures through content (MVAS) provider's eyes. Study revealed the facts regarding competition between content (MVAS) providers, income, and support from government.

Customers have lots of expectations from the value added services in mobile phones. Mostly people have their expectation so the content (MVAS) providers / industries need to add some value for its customers. People generally use mobile phones to be in touch with the family members before, now along with this fundamental reason people are also enjoying on MVAS as well so this study shows that always ready to serve MVAS users with lots of benefits, easy plans, easy accessibility and many more. Findings could be useful for existing as well as upcoming telecoms, content (MVAS) providers, government, MVAS users, policy makers and who wants to know about MVAS in Nepal. Study helps to make a new business plan for company, government and also provide the detail information to MVAS users.

5.3 Recommendations

As per different telecoms and Nepal Telecommunications Authority (NTA) mobile phones users are increasing day by day. Sales of the mobile handset reflect the increasing trends over the short period. There is a wide area in Nepal especially outside the Valley which is yet to experience the convenience of mobile phones and the people there have both curiousness and capacity to use the mobile phones. Mobile density is 31.56% as per December 2010's record from Nepal Telecommunications Authority (NTA). Prepaid mobile phones are most preferred type of mobile service in Nepal; MVAS users have lots of expectations from the value added services in mobile phones. Today mobile phones have moved beyond their primary role of voice communications and have graduated to become an essential entertaining device for

mobile users. We are in an era where users buy mobile phones not just to be in touch, today's youth use it to express their thoughts, for social networking, to show their interests, play games, read news, surf on the internet, listen to music, chat instantly with friends & families and even check their bank balances. These all called MVAS.

Due to advance technology and benefits, MVAS has emerged as and known service in the country's cell phone telephony market. On the basis of findings of the present study the following recommendations are advised for the concern areas.

-) Satisfaction level regarding rates are 55% which is not so much favorable for the content (MVAS) providers. So, need to increase the more satisfaction percentage of the MVAS users.
-) Accessibility of the MVAS is moderate. So, the content (MVAS) providers should able to maintain such accessibility quality though different plans and policies.
-) Maximum numbers of MVAS users are getting entertainment benefits rather than social connections and educations.
-) SMS MVAS is using most of the users and it is also user friendly so services providers should focus on development of this MVAS.
-) Future expectation is very high to get new MVAS so service providers should invest on MVAS for improvement and new development.
-) SMS based MVAS is preferable by 90% users rather than internet based so need to launch new SMS based MVAS in future.
-) Rates are more considerable factor to use the MVAS so need to analyze the rates while launching the services.
-) Advertisement is the best way to click the prospects users as well as increase the no. of MVAS users in future.
-) MVAS in Nepal growing day by day so new service providers can get benefits from launching the business on this sector.

-) Government of Nepal is not supportive for development of MVAS; need to make an organization to give the pressure from the side of content (MVAS) providers.
-) Present market is very competitive, different types of competition are available between content (VAS) providers. For further development of the MVAS, fair competition is mandatory.
-) Advertising is crucial tool of the marketing of the MVAS. So, the new advertisement should be more entertaining, attractive and effective which will be able to provide the information and service benefits.

From the acquired data of this study we can advise that seriously take the above recommendations. It could be useful for existing as well as upcoming telecoms, content (MVAS) providers, government, MVAS users, policy makers and who wants to know about MVAS in Nepal.

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APPEDIX – I

Questionnaire for Consumer Survey

Dear Respondents,

I am a student of MBS from Tribhuvan University and going to conduct a survey for partial fulfillment of Masters Level. So, I request you to take a little minute time, I promise you that all your answer will be kept confidentially and will be apply only for my study.

RESPONDENT PROFILE:

1. Location

- a. Kathmandu
- b. Hetauda
- c. Dharan
- d. Biratnagar
- e. Butwal
- f. Pokhara
- g. Surkhet
- h. Mahendranagar
- i. Doti
- j. Kanchanpur

2. Age Group

- a. Below 20
- b. 20- 30
- c. 30-40
- d. 40-50
- e. 50+

3. Profession

- a. Student
- b. Jobholder
- c. Businessman
- d. Housewives
- e. Others

4. Gender

- a. Male
- b. Female

5. Monthly Income (Rs)

- a. Below 5000
- b. 5000-10000
- c. 10000-20000
- d. 20000-30000
- e. 30000+

6. Education

- a. Up to SLC
- b. Certificate
- c. Graduate
- d. Master

CUSTOMER SATISFACTION:

7. Are you satisfied with rates of the MVAS?

- a. Yes
- b. No

8. How do you mark for accessibility of the MVAS?

- a. Easy
- b. Moderate
- c. Difficulty

9. What types of benefits are you getting from MVAS?

- a. Social Connection
- b. Education
- c. Entertainment

10. How do you rate the MVAS plan?

- a. Easy
- b. Moderate
- c. Difficulty

11. Do you get 24 hour service facilities for the MVAS?

- a. Yes
- b. No

12. Are you facing disconnected/interrupted problem on MVAS?

- a. Yes
- b. No
- c. Sometimes

13. Are you getting extra facilities while using MVAS?

- a. Yes
- b. No
- c. Sometimes

14. Which is the following MVAS are you using mostly?

- a. SMS
- b. MMS
- c. PRBT/CRBT/RBT
- d. GPRS/EDGE
- e. RINGTONE/WALLPAPER
- f. 3G
- g. M-COMMERCE
- h. VOICE MAIL

15. Do you get easy connection/registration to start the MVAS?

- a. Yes
- b. No

16. Are you feeling special while using the MVAS?

- a. Yes
- b. No

FUTURE EXPECTATION:

17. Are you sure to get new MVAS in future?

- a. Yes
- b. No
- c. Possible

18. Please rank MVAS condition in Nepal?

- a. Very Good
- b. Good
- c. Poor
- d. Very Poor

19. In Which following MVAS needs improvement/upgrade/development?

- a. SMS
- b. MMS
- c. PRBT/CRBT/RBT
- d. GPRS/EDGE
- e. RINGTONE/WALLPAPER
- f. 3G
- g. M-COMMERCE
- h. VOICE MAIL

20. Which is the following MVAS are user friendly?

- a. SMS
- b. MMS
- c. PRBT/CRBT/RBT
- d. GPRS/EDGE
- e. RINGTONE/WALLPAPER
- f. 3G
- g. M-COMMERCE
- h. VOICE MAIL

21. Which based following MVAS is preferable for you?

- a. SMS Based
- b. Internet Based

FACTORS WHICH SUPPORTS TO RETAIN MVAS USERS:

22. Which factors attract you to use different MVAS?

- a. Entertainment
- b. Education
- c. Social networking
- d. Status

23. Which is the following factor consider while using MVAS?

- a. Rate
- b. Accessibility
- c. Benefits
- d. Plan

24. Which is the following MVAS are you like most?

- a. SMS
- b. MMS
- c. PRBT/CRBT/RBT
- d. GPRS/EDGE
- e. RINGTONE/WALLPAPER
- f. 3G
- g. M-COMMERCE
- h. VOICE MAIL

25. Does MVAS advertisement give way to start the service?

- a. Yes
- b. No

26. Have you ever suggested for MVAS by your friend?

- a. Yes
- b. No

CONTENT (MVAS) PROVIDER'S VIEWS:

27. Are you fulfilling the requirements of Nepalese MVAS user's?

- a. Yes
- b. No
- c. Little bit

28. How do you rate the MVAS in Nepal?

- a. Very Good
- b. Good
- c. Poor
- d. Very Poor

29. Do you think MVAS in Nepal growing day by day?

- a. Yes
- b. No

30. Could you sustain from MVAS income?

- a. Yes
- b. No

31. Does advertisement impact to increase the MVAS users?

- a. Yes
- b. No

32. Are you getting easy support from Government body?

- a. Yes
- b. No

33. Are you planning to launch new MVAS in Nepal?

- a. Yes
- b. No

34. Which is the following competition available between content (MVAS) providers?

- a. Perfect
- b. Monopolistic
- c. Oligopoly
- d. Monopoly

35. Do you think, MVAS can increase income for Telecoms?

- a. Yes
- b. No