Summary of Summer Internship Project

On

"Deep dive into competition's best selling products; Acquisition and Retention. Identify the success levers by product segment"

Conducted At:

Idea Cellular Limited.

Hyderabad.

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I have done my summer internship at **IDEA CELLULAR LTD., Hyderabad**. The internship was for duration of about three months and it involved a lot of learning activities all around. I was needed to carry a research which involves a study to find out the best selling products of our competitors W.r.to Acquisition Products and Retention Products in the region of Hyderabad. The research involves, preparing questionnaire, collecting data doing a market study.

Below is the executive summary of my report which contained all the details of what all I did and a few recommendations at the end.

IDEA Cellular Ltd is a publicly listed company, having listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) in March 2007.

Idea is the 3rd largest mobile services operator in India, in revenue terms. Idea is the 2rd largest mobile services operator in Andhra Pradesh behind Airtel with a market share of 20.7% as on April 2011.

Project Objective's

- To find out the best selling products of our competitors in the following segments.
  - Acquisition Products
  - Retention Products
- To find out factors contributing to the success W.r.to each product segment.
- To find out the factors effecting Mobile Number Portability.

- To compare Idea cellular ltd with its competitors on different parameters like Network quality, Performance of dealer help desk and customer care.

This research would help Idea to know about the best selling products of its competitors W.r.to Acquisition products and Retention products.

Acquisition products can be further classified into

1. 2G services
2. 3G services
3. Mobile Number Portability(MNP)

Retention Products can be further classified into

1. 2G services
2. Mobile Number Portability(MNP)

Note: - In retention products we don't consider 3G services as they have been launched recently.

We also analyse our competition on various other parameters Network quality, Performance of dealer help desk and customer care which are likely to affect the performance of the company

What this research would help them to know the insights of the market through the side of Retail with the help of which they can focus on solving the problems faced by their retailers and distributors. And it also gives them an insight into the best selling products of the competitors and also the features that makes those products successful.

Sampling

80 retailers and 80 consumers spread across the Zone 6 of Andhra Pradesh circle i.e. Hyderabad and Ranga Reddy districts were covered.

- Hyderabad, Andhra Pradesh.

- Ranga Reddy District, Andhra Pradesh.

Data was collected through secondary and primary research. Secondary sources consisted of, online databases, websites of different service providers, journals etc. Primary survey was conducted among the Retailers who do activations and sell the recharge coupons of different service providers operating in the region of Hyderabad. Also the customers visiting these retailers were interviewed and telephonic interviews were conducted for the MNP port in customers of Idea Cellular Ltd.

Through the questionnaires one was able to identify the best selling products of our competitors. Charts in MS Excel were used to interpret the data from the primary survey.MS Excel was used for Hypothesis Testing whereby Hypothesis were tested. In the last part of the report after analysis and interpretation the results are given along with some suggested recommendations on the overall basis.