

Business Practice Project

Introduction

Etisalat is a multinational company that deals with the provision of telecommunication services to UAE nations and other parts of the world. It operates in 15 countries in the Middle East, Asia and Africa. Due to its investment and incorporation of new technology in their operations, Etisalat has expanded rapidly and thus contributing greatly to economic development of UAE and other nations. They continuously develop products and services that suit their target market thus leading to rapid expansion in many countries. It has invested highly in latest technology to ensure provision of quality products and services to their clients. Etisalat Company is one of the organizations that have contributed to the economy of UAE and GCC nations which are currently named as being among the developed nations.

Etisalat Business Plan

Etisalat encourages businesses across the region and in the international community. It has launched many business plans like Business Ultimate which targets small and medium enterprises (SME) in their business communication and operation. This is aimed at supporting SME sector by offering affordable and efficient business package. International calls, short message services (SMS), data bundles and smartphone services can be accessed cheaply at Dh99 per month hence enhancing business. Other packages include Dh199 and Dh399 which can suit different income levels of individuals. This will help in the growth of the economy of UAE and GCC nations. Other products and services Etisalat offers include information services, real state, Etisalat data clearing house, academy, facilities management and card systems. Thus, their varied products suit different customer needs in the market. The marketing strategies focus on

promotion channels like TVs, online advertisement and other marketing techniques. This has increased their customer base and widened their market share.

For instance, Etisalat Nigeria has a business plan whereby Super Data and Super BB plans have been introduced in the Easy Business Package. In doing this, they have increased customer loyalty and enabled users to carry out their businesses effectively worldwide. These plans ensure cheap communication and more service satisfaction. Etisalat has seen many customers connect with other people across the world; business people create new markets and many people get access to much news around the world by TV channel subscriptions through their business prepaid plan. This leads the nations to the growth and development because the living standards of its citizens have improved. Also, business tablet plan that has been introduced by the company will target customers who are up-to-date with technology, as the world grows to become one global village market.

Etisalat academy offers training to their staffs and other people in various professional programs, seminars, conferences and other career development courses. This has ensured competency in service delivery and rapid development of telecom industry in UAE nations, Egypt, India, and GCC nations like Kuwait, Oman and Qatar. There is business and professional growth and development in these regions by having front line operations and many people trained as managers, supervisors and engineers in the industry.

Etisalat is working towards attaining the largest share market in the network of cellular phone coverage as compared to their competitors like Vodafone. In designing its products and services, Etisalat has segmented its target market into geographical divisions like urban areas, cities and remote areas. In demographic segmentation, gender, income, age, literacy, culture and traditions are considered in offering services in different nations. In all their expansion strategies,

the company has encouraged innovation which incorporates latest technology thus the nations have developed in terms of technological use. It has offered employment opportunities to young people in many nations, thus contributing to the growth of economy by improving their living standards. Etisalat academy has trained people on the provision of services, management and it has trained many clients in various business ventures related to telecommunication industry.

In their report released in 2012, Etisalat participates in many activities in the local, national and international levels in ensuring development in the countries. In addition to their venturing into education, Etisalat has taken social responsibility to reduce environmental impacts like going greening through the use of solar energy and wind power. Also, they involve themselves in community development projects like providing healthcare. It contributes as well in public policy decision making by being one of the stakeholders with other authorities. For instance, Etisalat takes part in making decision on the development of network infrastructure, ICT services and technologies in the country. Therefore, it plays a role in economic growth and development of the nations by acting decisively and providing the expertise. Etisalat engages every category of its stakeholders from customers, employees, government authorities, and investors so as to create a mutual understanding in their operations. Also in their report, they revealed that their employees are allowed to form unions which positively encourage workers and increase their productivity in the company. In addition, they have developed good employees' relations which have enabled them to attract and retain competent employees thus ensuring quality innovation and provision of services. This has made the UAE and GCC nations have the expertise that is able to innovate and incorporate modern technology.

Conclusion

Due to Etisalat's market strategy, objectives and good relations with its customers, employees, investors and government, it has expanded across the region and in other continents. Indeed Etisalat Company has done and will continue to contribute much to the growth and development of nations in the UAE, GCC and beyond. According to their business plan reports, they have clearly designed products that suit specific target market. Since it uses the latest technology with highly trained personnel, it is evident that it will continue to provide quality telecommunication services to their clients locally and internationally hence rapid expansion that ensures increase in the market share. This is their main objective and goal, which they have achieved so far.