

**EFFECT OF COMPETITIVE STRATEGIES ON
ORGANIZATIONAL PERFORMANCE OF
MOBILINK PAKISTAN**



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ABSTRACT

Mobile telecommunications industry had been grown exponentially over the last two decades. In Pakistan, mobile sector has been becoming a critical indicator of economical development. Mobile technology had been providing a unique opportunity for the developing countries like Pakistan where telephone diffusion had been very low.

Research and development is always a core competency for every service providing organization that wants to compete in the competitive market war and Mobilink had it all with its employees. Mobilink takes pride in its hardworking and proficient professionals that makes it a market leader by dedicatedly working for its growth and integrity.

This study was conducted:

1. To analyze the significance/importance of competitive advantages for a pioneer company in telecom sector in Pakistan.
2. To determine how the competitive strategies works for a company to be ahead of others.

After collecting data through interview questionnaire, it is found that through emphasizing quality function deployment, a company will not only be in a competitive position to meet the customer's demand but will also gain an competitive advantage over its competitor.

Customer loyalty is of prime importance for business organizations. Results of current study conclude that factors such as customer satisfaction, customer relationship, product image and trustworthiness of organization play very important role in strengthening customer.

Human resource management department also playing important role through effective performance management and by encouraging and unbiased performance appraisal in 360o method.

It is widely acknowledged that proper quality management improves business, often having a positive effect on investment, market share, sales growth, sales margins, competitive advantage, and avoidance of litigation.

Integrated marketing is playing effective role as competitive advantage and strategy under marketing department as the Mobilink organization really concern about their marketing and utilizing their all resources together for effective marketing and attract customers.

Dedication

This project is dedicated to my parents who always support me morally and spiritually. What I believe is that there is always a spiritual power behind the success of my life. This spiritual power comes to me with the prayers of my Mother and Late. Father God blesses them.

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