

**"EFFECTIVE RELATIONSHIP BASED FOR DIRECT
POSTPAID SALES IN TELENOR PAKISTAN"**



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ABSTRACT

The topic under study is "effective relationship based for direct postpaid sales of Telenor Pakistan" It examines the factor that involved for "effective relationship based for direct postpaid sales of Telenor Pakistan". It was chosen because post paid sales is an important aspect in telecom sector but still its subscribers are too less. The e writer wants to find out its reasons, factors, future prospect, its importance and how it could be improved.

Most of the data collected in the research is primary data collected through surveys with the help of questionnaires. Secondary data has also been searched upon for the knowledge of the researcher collected through different books, journals and articles so that the researcher has a high level of knowledge about the problem and will be able to conclude in a better way. In the end, the researcher has collected all the questionnaires from the respondents and concluded the research with her own recommendations after analyzing the information has gained.

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DEDICATION

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