A Study Report, to Find out Market Potential for 4g Businesses in Pune

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Abstract

The Report is all about “STUDY OF MARKET POTENTIAL FOR 4G BUSINESS IN PUNE” and also to know about the customer perceptions and attitudes towards their current service provider. Satisfaction level of the customers was also judged. The customer expectations were analyzed thoroughly. Major factors considered in research are: what are the needs of the companies based on the data services usage, major player in internet services, and support to customers.

The research was conducted on companies mainly from Industries like IT, Education, Manufacturing and others which are located in Pune city.

It is clear from the survey done that Reliance & Tata are Leading Internet service Provider; they are providing products like Data Card, Broadband etc to the corporate end users. Most of the companies are getting internet speed form 1MBPS-4MBPS. Most of the companies are having good perception about 4G and are willing to switch to it from their current service provider. Speed of 4G is around than 30 to 35 MBPS, is going too boom the Market. Because majority of the companies are facing Speed problem with their current ISP.

Purpose of the Study

1. To study the market potential for 4G Business.
2. To find out the customer satisfaction level with their existing ISP.
3. To find out the Market share of Companies Using Different Operators Internet services.
1. Introduction
The present research deals with study report on market potential for 4G. The reason of study here is to find the potential of the 4G business in market. What are the needs and expectations of company’s using Internet Services of any company. What is their feedback etc...? The target customers were Mainly B2B. The title itself explains the area of study. The major focus is on IT & Manufacturing industry in Pune city.

2. Scope of the Research
2.1 Geographical Research
The research was restricted to Pune city only. The areas covered were:
- Kothrud, Kharadi, Hinjewadi, Bavdhan, MIDC Bhosari, Chinchwad, Akurdi. The period taken for the Research was 2 months and the primary data was collected for the month May-June 2013. The study was restricted to specifically Internet Service providers and mostly IT & Manufacturing companies were targeted.

2.2 4G Industry Overview
4G is the fourth generation of mobile phone mobile communication technology standards. It is a successor of the third generation (3G) standards. A 4G system provides ultra-broadband Internet access, for example to laptops with USB wireless modems, to smart phones, and to other mobile devices. Conceivable applications include amended mobile web access, IP telephony, gaming services, high-definition mobile TV, video conferencing, 3D television and cloud computing.

Two 4G candidate systems are commercially deployed: the Mobile WiMAX standard (at first in South Korea in 2006), and the first-release Long Term Evolution (LTE) standard (in Oslo, Norway and Stockholm, Sweden since 2009).

In the U.S., Sprint Corporation has deployed Mobile WiMAX networks since 2008, and MetroPCS was the first operator to offer LTE service in 2010. USB wireless modems have been available since the start, while WiMAX smart phones have been available since 2010 and LTE smart phones since 2011.

2.3 4G Technology in India
Bharti Airtel launched India’s first 4G service, using TD-LTE technology, in Kolkata on April 10, 2012. Fourteen months prior to the official launch in Kolkata, a group consisting of China Mobile, Bharti Airtel and Softbank Mobile came together, called Global TD-LTE Initiative (GTI) in Barcelona, Spain and they signed the commitment towards TD-LTE standards for the Asian region. It must be noted that Airtel’s 4G network does not support mainstream 4G phones such as Apple iPhone 5, Samsung Galaxy S III, Nokia Lumia 920 and others.

- Airtel 4G services are available in Kolkata, Bangalore, Pune, Chandigarh, Mohali and Panchkula. Airtel is currently launching 4G services in Delhi.
- RIL is launching 4G services through its subsidiary, Jio Infocomm. RIL 4G services are currently available only in Jamnagar, where it is testing the new
TD-LTE technology. RIL 4G rollout is planned to start in Delhi and Mumbai, and expand to cover 700 cities, including 100 high-priority markets.

3. Overall Research Process

4. Research Methodology
- Type: Quantitative Research
- Sample unit: Small and medium Enterprises
- Sample size: 86 Companies
- Sampling Method: Simple Random Sampling

5. Sources & Methods of Data Collection
I have used two methods for data collection:
- Primary Data: Survey, Questionnaire, Interview
- Secondary Data: Books, Internet
6. Data Analysis and Interpretation

6.1 Current ISP

<table>
<thead>
<tr>
<th>ISP Name</th>
<th>Airtel</th>
<th>Tata</th>
<th>Reliance</th>
<th>Idea</th>
<th>Vodafone</th>
<th>Bsnl</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Respondent</td>
<td>12</td>
<td>16</td>
<td>20</td>
<td>9</td>
<td>8</td>
<td>14</td>
<td>7</td>
<td>86</td>
</tr>
</tbody>
</table>

Interpretation- From the above chart it is seen that maximum 25% users use Reliance services while 20% users use Tata services.

Speed of ISP

<table>
<thead>
<tr>
<th>Speed</th>
<th>&lt;1Mbps</th>
<th>1-2 Mbps</th>
<th>2-4 Mbps</th>
<th>&gt; 4 Mbps</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Respondent</td>
<td>26</td>
<td>31</td>
<td>24</td>
<td>5</td>
<td>86</td>
</tr>
</tbody>
</table>

Interpretation- Less than 1 MBPS: 6%, 1-2 Mbps: 28%, 2-4 Mbps: 30%, More than 4 Mbps: 36%
**Interpretation** – From the above chart it is seen that maximum companies are getting 0-1 mbps, 1-2 mbps and 2-3 mbps while only 6% of the companies getting more than 4 mbps Speed.

**Monthly Billing**

<table>
<thead>
<tr>
<th>Amount (rs)</th>
<th>500-800</th>
<th>800-1500</th>
<th>1500-3000</th>
<th>3000-5000</th>
<th>5000-10000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Of Respondent</td>
<td>38</td>
<td>25</td>
<td>11</td>
<td>4</td>
<td>8</td>
<td>86</td>
</tr>
</tbody>
</table>

**Interpretation** - From the above chart we can see that majority of the companies are Paying 500-800rs Monthly for their Internet services...

**Data Usage**

<table>
<thead>
<tr>
<th>Monthly Usage</th>
<th>0-2 GB</th>
<th>2-5 GB</th>
<th>5-8 GB</th>
<th>8-15 GB</th>
<th>15-50 GB</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Respondent</td>
<td>5</td>
<td>29</td>
<td>26</td>
<td>15</td>
<td>11</td>
<td>86</td>
</tr>
</tbody>
</table>
Interpretation – Above chart shows that 34% of Companies use the data between 2-5 GB, while 30% of Companies use the data 5-8 GB. So we can say that Majority of the companies are using approximate 1 To 8 GB data monthly.

Problem

<table>
<thead>
<tr>
<th>Problem With ISP</th>
<th>YES</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Of Respondent</td>
<td>52</td>
<td>34</td>
<td>86</td>
</tr>
</tbody>
</table>

Interpretation – As shows in the above Chart we can Say that Majority of the companies are facing Problems with their current service Provider...
Types of Problem

<table>
<thead>
<tr>
<th>Problems</th>
<th>Less speed</th>
<th>Network Issue</th>
<th>High price</th>
<th>After sale Service is not good</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Of Respondent</td>
<td>35</td>
<td>15</td>
<td>13</td>
<td>13</td>
<td>86</td>
</tr>
</tbody>
</table>

Interpretation – Companies who are having issues with their current service provider maximum companies having issue in Speed which they are getting. Also some companies are facing Network Issue.

Prospects of 4g

<table>
<thead>
<tr>
<th>Prospects</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Respondent</td>
<td>68</td>
<td>18</td>
<td>86</td>
</tr>
</tbody>
</table>
Interpretation- from the above chart we can see that 79% companies are ready to use 4G Services.

7. Potential for Business
- It is clear from the survey done, that. Companies are mostly preferred Reliance and Tata for their ISP. Because of their network and price
- There is a huge scope in the small & medium enterprises segment.
- Speed of 2MBPS most companies are getting followed by 1MBPS & 4MBPS.
- 60% companies were not satisfied with support and services provided by their Internet Service Provider (ISP).
- Most of the companies are much concern about speed while choosing their ISP. So there is a great opportunity for 4G Business because 4G Offers 30 to 35 MBPS Speed.
- Majority of the Companies want to switch to 4G from their Current ISP.
- Most of the companies are paying 500 to 800rs for their internet connection. So 4G Operators need to Introduce 4G Plans according to that.

8. Conclusion
4G revolution is started in Pune by Airtel. Drastic changes and improvements from 3G Technology need to be a priority.

But if done intelligently and thoroughly, 4G holds enormous potential for Pune and can really create a boom in the IT industry, key to the Indian economy. Hence the evolution from 3G to 4G will be stimulated by services offering enhanced quality, requires increased bandwidth, needs elevated sophistication of large-scale information provisions and must have improved customization capabilities to support user demands.
To conclude I would like to say that this was a great learning experience and has given us a peek into how Telecom Industry works. Right from field work to and planning to strategizing and client meetings the whole journey was enriching and knowledgeable experience.

References

[6] www.trai.gov.in