




Software Engineering -1


OBJECTIVES



- 
- ✓ What is SWOT analysis
 - ✓ Why we do SWOT analysis
 - ✓ Importance of SWOT
 - ✓ Benefits of SWOT

TOPICS COVERED



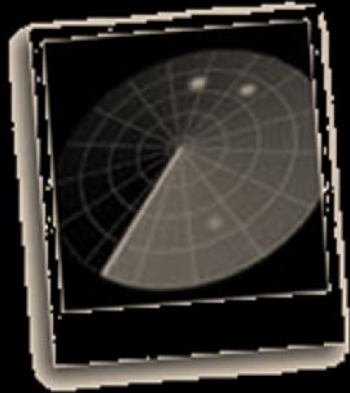
- 
- ✓ Environmental scanning
 - ✓ Principles of Environmental scanning
 - ✓ SWOT



SWOT ANALYSIS



What leads to SWORT ANALYSIS?



Environmental Scanning



Environmental Scanning (ES) is....

- A method that enables **decision makers** both to understand the **external environment** and the **interconnections** of its **various sectors** and to translate this understanding into the **institution's planning and decision-making processes.**

Contd...



- ➔ The **exploration phase** of a strategic planning process.
- ➔ Scanning is our opportunity to take a **fresh, objective look** at educational needs.
- ➔ The process of using information about the **world in decision making**



Principles of ES

- ➔ Explore both sides of the ledger to gain a complete picture.
- ➔ Think **macro** and **micro**.
- ➔ Use multiple **lenses** to look at the same information or situation information situation
- ➔ Look for ways to triangulate information.
- ➔ Think beyond felt **needs** and **opportunities**.



What is a SWOT Analysis?



***SWOT** stands
for
Strengths, Weaknesses,
Opportunities and Threats*

	Helpful	Harmful
Internal		
External		



SWOT Analysis is...

- ➔ A **tool** for auditing an organization and its environment.
- ➔ First stage of **planning**; helps to focus on key issues.
- ➔ Role of **SWOT** is to take the information from the environmental scan and separate it into internal and external issues.

Contd...



- **SWOT** determines
 - ➔ if the information indicates something that will assist the organization in **accomplishing** its **objectives**.

OR

- ➔ if it indicates an **obstacle** that must be overcome or minimized to achieve desired results .



We are taking
Ufone organization
for
SWORT analysis

SWOT ANALYSIS of UFONE



INTRODUCTION



- ➔ **Ufone GSM** is a Pakistani **GSM** cellular service provider. It is one of the **six GSM mobile** companies in Pakistan and it is a subsidiary of Pakistan Telecommunication Company Limited. It has a subscriber base of **20 millions** of **June 2009**.
- ➔ The company commenced its operation under the brand name of Ufone from **Islamabad** in **January 29 2001**.
- ➔ During the years, **Ufone** continued on the path to success; the company has network coverage in more than **5885 locations** and across all major highways of the country.

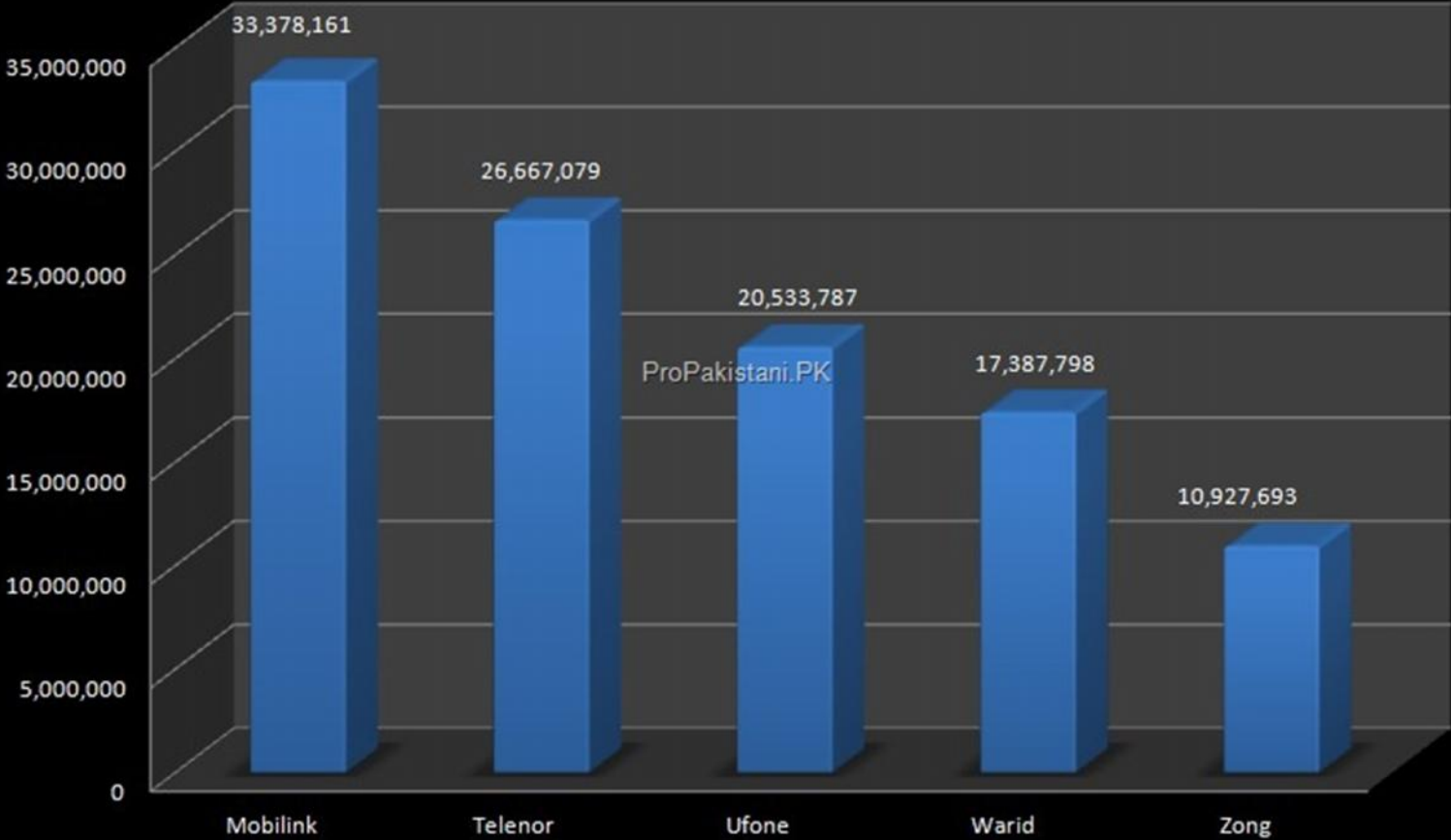


Net Addition in Cellular Subscribers : Jan - June 2011





Total Cellular Subscribers: June 2011





S TRENNGTHS

Strength is...

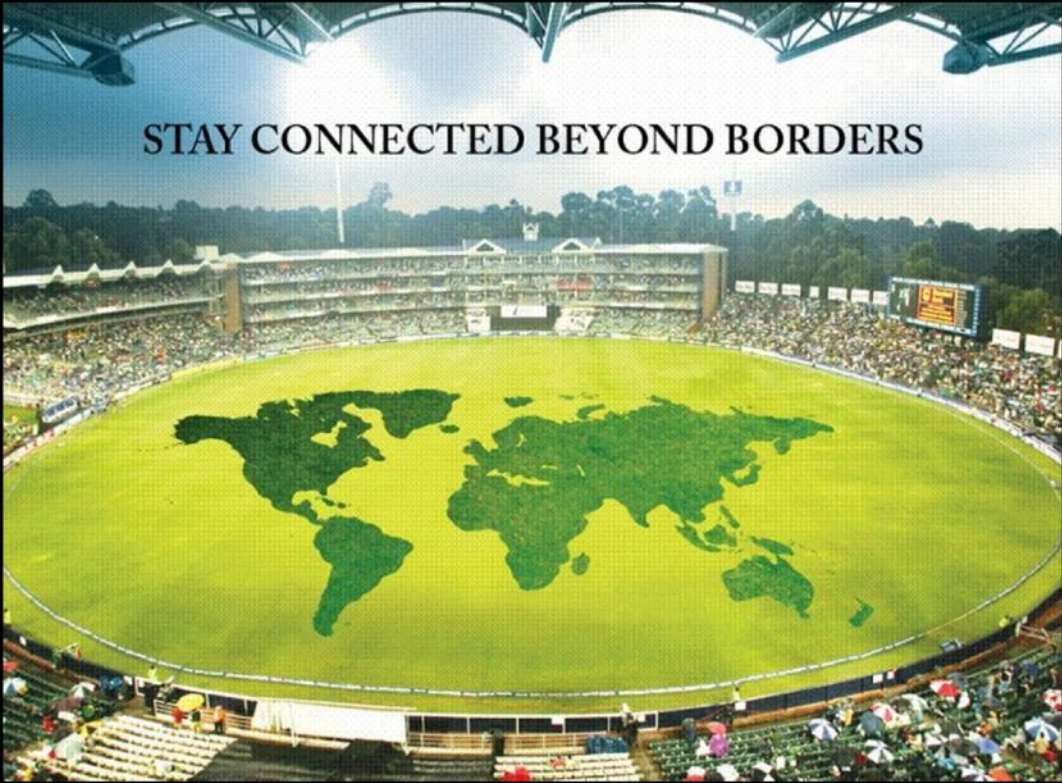


- **NETWORK COVERAGE**

Ufone has a network coverage in more than 5885 locations and across all major highways of the country.

- **INTERNATIONAL ROAMING**

Ufone currently caters for International Roaming to more than 230 live operators in more than 130 countries. Ufone has introduced International Roaming facility for prepaid subscriber in various countries around the globe with the lowest call rates, featuring no security charges and activation charges.



STAY CONNECTED BEYOND BORDERS



Contd...

- **GPRS ROAMING**

This facility is available with more than 115 live operators across 85 countries.

- **LICENSE FOR AZAD JAMMU KASHMIR AND NORTHERN AREAS**

The company has also been awarded a new license for providing cellular services in Azad Jammu and Kashmir and Northern Areas.



HBL Mobile Banking
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ULOAD
*808#

گھر بیٹھے یوٹیلیٹی بلز ادا کریں اور یولوڈ کرائیں



postpay
endless possibilities

GPRS Bucket for Roamers
Save upto 70% on GPRS roaming



Contd...

- **VALUE ADDED SERVICES**

Ufone is a host of value added services and data connectivity with the best network in Pakistan.

- **LOWEST PRICES**

Ufone offers the most reasonable prices for its users.

- **REPRESENTATIVE OF PTCL**

Ufone acts as a representative of PTCL as it is its subsidiary.



سویچ لے آئیسی

رات 12 سے صبح 9 بجے تک
2 منٹ کے بعد

رات 12 سے شام 5 بجے تک

صرف 2.99 روپے
5 فرینڈز اینڈ فیملی نمبرز کیلئے

کسی بھی نیٹ ورک پر



اب payments کے ساتھ

اپنے HBL اکاؤنٹ سے کسی بھی بینک میں پیسے بھیجیں!

انٹرنیٹ بینک فنڈ ٹرانسفر
یوفون کے ذریعے بینک سے بینک
رقم منتقل کریں

یوفون نمبر پر
بل ادا کریں

postpay
بل ادا کریں

یوٹیلیٹی
بل ادا کریں

بینک سٹیٹمنٹ
دیکھیں

اکاؤنٹ سلیٹس
دیکھیں



^{GSM}
ufone

First Time
in
Pakistan

Limited Time
Offer

Get **30** minutes

on incoming calls
for just **\$2** in **USA**

The logo for Ufone GSM, featuring the word "ufone" in orange and green lowercase letters with "GSM" in a small green box above the "o".

Contd....

- **PIONEERS OF MMS AND GPRS**

Ufone was the first to launch GPRS services and Multimedia Messaging Service (MMS) and prepaid roaming in Pakistan.

The network also allows Ufone subscriber to have high speed wireless data service.



Contd...



- **SECOND LARGEST MARKET SHARE**

Ufone is the second largest cellular operator in Pakistan with subscriber base of around 6.5 million and a market share of nearly 25%.

Ufone's Prepay brand is now considered to be one of the most favorite brands by the youth market.

- **QUALITY COVERAGE**

Ufone provides its subscriber with quality coverage and clear Connectivity.

Contd...



- **Ufone Package**

- Ufone has some very exciting and low call packages like

- ✓ “5 ka 15”
- ✓ “u-one”
- ✓ “ucircle”
- ✓ “Ufone ghanta”
- ✓ “Ufone life package”
- ✓ “prepay Public Demand” etc



which attracted lots of customers towards it and many other cellular company users are also switching to it.



SUPERGHANTA PACKAGE

Per Minute Charges (Rs.)

Ufone to Ufone

0400 to 1659 hours RS 3.50/hr

1700 to 0359 hours RS 1.00/min

Ufone to PTCL & WLL

0400 to 1659 hours RS 3.50/hr

1700 to 0359 hours RS 1.60/min

Ufone to Other Mobile Networks

All Time bands RS 1.60/min

SMS CHARGES

Ufone to Ufone RS 0.50/SMS

Ufone to Other Networks RS 1.00/SMS

Ufone to International RS 2.50/SMS



- ✓ **Ufone** has some exciting and energetic **SMS packages** that made **SMS** almost free.
- ✓ They are offering Rs. 25, Rs.50, Rs.100, Rs. 150 **SMS packages** which its subscribers are really loving it.
- ✓ **Ufone** increased its focus on the youth segment (which comprises 50% of the population), with the **Prepay brand**.
- ✓ It has the **post paid** service that is normally to attract the Business class people.
- ✓ Most of the business and elite class people use **post paid** and other services offered by the **Ufone**.



Contd...



- ✓ **Utunes** was launched on **4th Dec2007** which attracted many people towards Ufone.
- ✓ **Ufone** post paid is also offering **black berry** set that is useful and tempting for the Business class.
- ✓ While keeping its tradition of being the trend setter in the industry, **Ufone** changed the image of mobile phones from a luxury only affordable by the elite, to a necessity affordable by the common man.

صرف 2.99 روپے میں

لا تعداد SMS روزانہ
پاکستان میں کسی بھی نیٹ ورک پر

Ufone

اب لڑائی ہو یا کپ شپ... لوگ ایس ایم ایس پر ہی کرتے ہیں...
کیونکہ فون ان یا ایک اور زر دست آفر... صرف 2.99 روپے میں
کریں کسی بھی نیٹ ورک پر لا تعداد ایس ایم ایس (Unlimited SMS)... روزانہ
اب ڈائمنڈ تم ہو جاؤ گی... فون کے ایس ایم ایس تم نہیں ہوں گے!
سٹیبلٹی حاصل کرنے کیلئے "SUB" سکیورٹی 605 پریس ایم ایس کریں
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www.ufone.com



Best Brand Award
The Telecoms World
Awards Middle East
2009



Ufone nominated as the Top Brand of the Middle East

Ufone's Brand story is a success to be marveled at. Over the last 2 years, Ufone's brand has grown by leaps and bounds in its brand perception and equity. The message of "saaf awaz, Fauri Raabta, Behreen Network and Sasray Tareen Call Rates" has never been stronger.

Ufone's Brand success has been rewarded in many ways, including increased number of customers, revenue and market share. Over and above all this, we are proud to announce Ufone's nomination for Telecoms World Awards Middle East as the Best Brand of the Year 2009. What makes this even more special is that Ufone is the only Pakistani Finalist in this category from nominations of over 30 operators from the Middle East.

Telecoms World Awards Middle East takes place every year to celebrate companies and individuals who have demonstrated an unparalleled ability to succeed, continually set standards of excellence, and are the future stars of the industry. The Best Brand category recognizes the telecom carrier that has been most effective in creating a compelling brand for its products or services in one or more branches of the media.

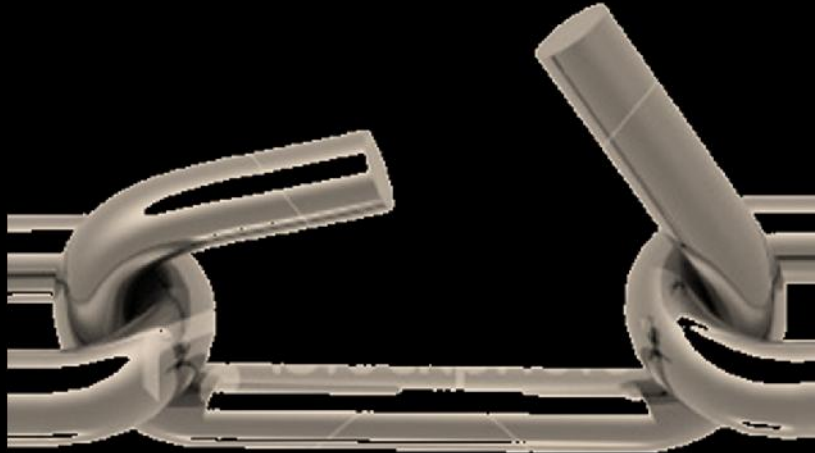
This is a moment to celebrate for the Ufone family. We are thankful to the entire Ufone team for helping us propel our brand this far, and congratulate you for achieving this milestone.

Ufone, Tum Hee Tah Hal!

it's all about U



WEAKNESS



Weakness is...



- **BEHIND ON EXCESSIVE DEMAND**

This is Ufone's biggest weakness; company is unable to meet the demands.

- **POOR ORGANIZATIONAL STRUCTURE**

Centralized structure failed to provide proper guidance over instruction and policies.



Contd....



- **STAGNANT PROFITABILITY**

As compared to financial assets, Ufone is not close to expected profitability.

- **LACK OF FRANCHISE**

It has many **franchises** in the whole country but as its customers are increasing day by day so its present franchises are not enough to fulfill the needs of its customers



Contd....



- **OVERLY DEPENDENT ON PTCL**

Since, it is a subsidiary of **PTCL** it is dependent on **PTCL**.





The image is a promotional advertisement for the Ufone Futura smartphone. It features a central image of the smartphone with a screen displaying "BREAKING NEWS" and "ufone". The phone is surrounded by various social media icons like Facebook, Twitter, and YouTube, and other app icons. Text on the left includes "Ufone & PTCL present Futura" and "In collaboration with optel". Text on the right says "Built in 3G EVO Modem" and "All this & so much more for Only Rs. 6,999". At the bottom, there are small images of people using the phone. The background is a textured, light-colored surface.

Contd....

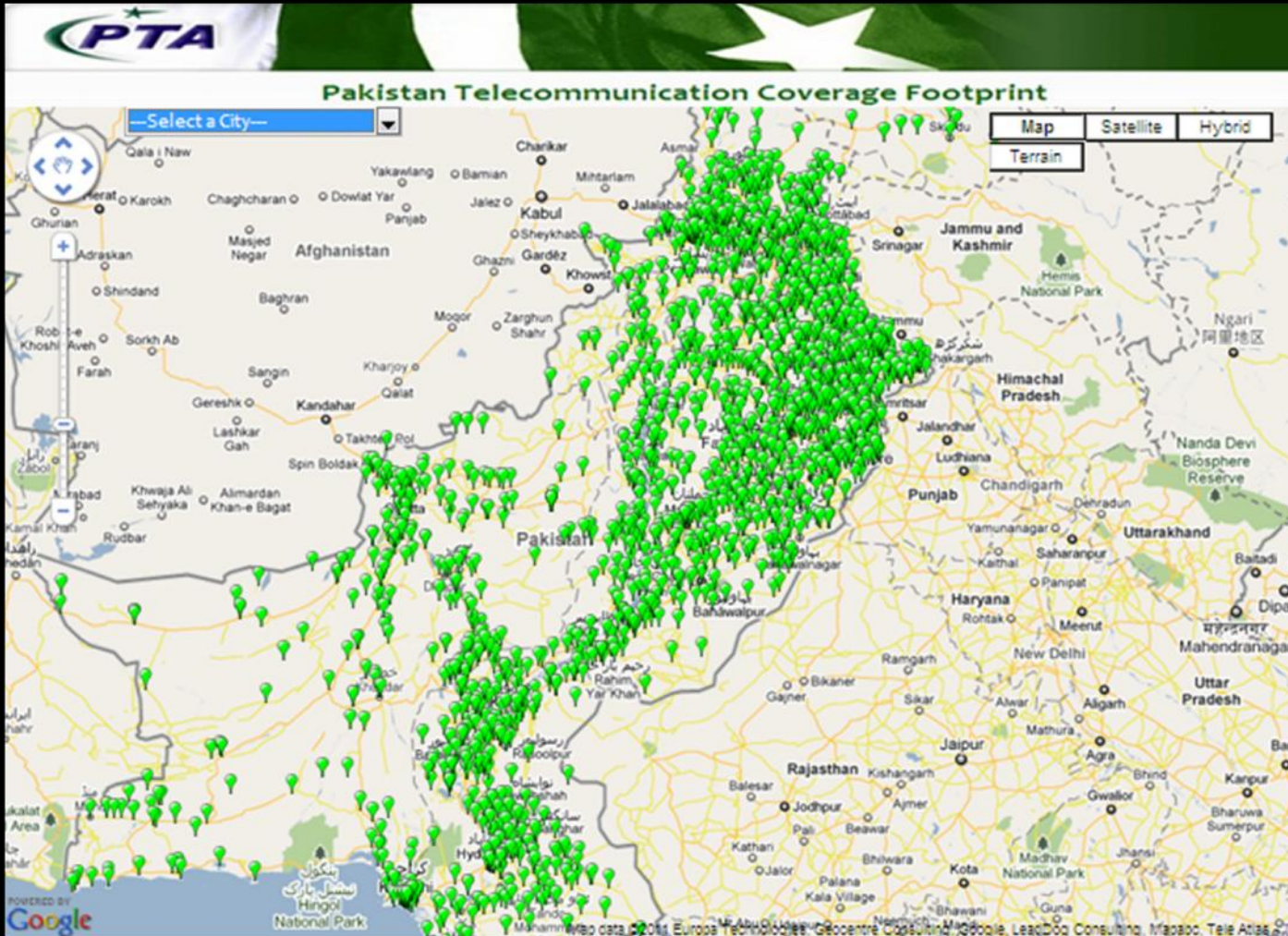


- **LACK OF INNOVATIVE SERVICES**

Ufone though has some unique and distinct services but it has not yet given many innovative services as compared to other cellular companies.

- **NETWORK COVERAGE**

Its coverage on Southern part of Pakistan is quite good but in northern areas its coverage is a bit poor.



Contd....



- **COMPETITION**

- ✓ When **Ufone** came into the seen in Pakistan cellular market **Mobilink** was already prevailing in the market and it was all **Mobilink** monopoly that time.
- ✓ Though with the passage of time Ufone took many customers of **Mobilink** but still **Mobilink** has large number of users because it was first to Pakistan's cellular market and this is the competitive disadvantage to Ufone.



- **INTERNAL PROBLEMS**

- ✓ Ufone is plagued with some internal problems like when it is privatized to **ETISALAT** being the part of the **PTCL** many employees were not happy with the pay scale that they were offering.
- ✓ Being the part of **PTCL** it has to face many problems like strike by employees etc.
- ✓ Its customers service staff need training because at many franchises their **employees** are have been complained about behaving rudely.



اتصالات
etisalat

Contd...



- ✓ **Ufone** does not have the proper lists of its customers. It has the list but this list is not authentic which is increasing the **unauthorized** use of its **SIM** specially pre pay.
- ✓ **Ufone** have to take serious steps to properly list its customers to ensure that there is no misuse.



^{GSM}
ufone



iStockphoto

OPPORTUNITY
OPPORTUNITY

Opportunities are...



- **CONTINUING TO EXPAND GLOBALLY**

Ufone has the ability to expand **globally**. But due to current economic condition all its operation on halt.

- **PUBLICITY AND MARKETING**

With the right marketing strategy they can acquire much more.



- **DEVELOP NEW VALUE ADDED SERVICE**

This is an opportunity that will never be satisfied, meaning that **Ufone** should always be attempting to keep improving new value added services and as we know what is in today will be out tomorrow.

- **INTRODUCE KIOSK TECHNOLOGY**

Ufone can surprise its competitors by introducing "*Ufone kiosk*".

These will be **ATM** like machines and that will give **24-hour** service to Ufone subscribers to load the balance just like they take money from **ATM**.



- **Ufone Self Service Kiosks!!**

Now no longer need to stand in queue while visiting our Customer Service centre for a scratch card, U Top Up or to pay your postpay bills, you can pay them right away at a Ufone self service kiosk placed at our service centers.



it's all about **u**



- **DEVELOP FRANCHISE IN REMOTE AREAS**

- ➔ **Ufone** should develop some **new franchises** in remote areas so that people will get more and more benefit from it and it will help to increase their customers.

- ➔ **Ufone** should extend its network coverage area to **Northern** part of the country as well because in that part not too many companies are giving services and if Ufone give its service there then it will definitely attract people and its number of customers will shoot like a rocket.





- ➔ In “ ***Ufone ghanta***” package time of the package should be extend two more hours so that more & more people will use this service and causing **Ufone** to generate more revenues.
- ➔ It should also introduce some packages for **internet** users on mobile if it do so then many people will switch from other networks towards it.
- ➔ It should introduced International **SMS packages** like local **SMS**.
- ➔ Already Ufone is offering **lowest International SMS** rates but if they introduce some package like this it will get lots and lots of success.

THREATS



Threats are.....



- **GOVERNMENT INTERFERENCE**

Government interference in terms of taxes will always be treated as a threat.

- **PTCL CELLULAR LICENSE**

Ufone is nothing just a cellular license to **PTCL**, **PTCL** should provide more financial support to enhance profitability of its subsidiary company.



- **PENSION PAYOUTS**



- ➔ Part of this threat is their own doing and other is simply unavoidable.
- ➔ Fine is responsible for providing generous pension benefits to its employees, which at time seems like a great idea, however they are now experiencing problems as more and more people begin to collect.

- **INCREASED HEALTH CARE COSTS**

Ufone, like many large companies with quality employees' health care benefits, is experiencing a large **financial hit** that only get worse as time continues as compare to other cellular firms.

- **TOUGH COMPETITION**

As **Ufone** is cellular company and there is cut throat competition among cellular companies in **Pakistan**. There are **six** other companies also working in Pakistan so **Ufone** would have to face some growing competitive pressures.

Contd...



- **PRESSURE GROUP**

Some pressure groups are protesting on the **towers** that are installed in residential areas. Their opinion is that it is not good for health of people to have such **towers** near their homes that cause radiations.

- **ECONOMIC PROBLEMS**

Pakistan is facing some serious economic problems now days so that would also affect **Ufone**. The current recession in market is not good for any kind of business including **telecommunication**.

Some others are...

- ➔ In **Baluchistan** and **FATA** where **Ufone** already has network coverage is in **danger** because of critical situation and operation being held there. Investment of **Ufone** is in danger.
- ➔ **Ufone** penetrated in the market from **2005** to **2006** quite rapidly but since then it is experiencing a bit slower growth.
- ➔ There are some rumors about the shares of **PTCL** in the market. Being the **Subsidiary** company of **PTCL**, **Ufone** will also be affected by that.



Contd...

➔ **Ufone** have to revise the list of **subscribers** who are legal and **authorized**. Because now the **Government** has warn to take strict action if any company would not keep such record.



Comparison with others...



By the arrival of **China Mobile Company (Zong)** in cellular industry of **Pakistan**, the **Ufone** and other companies now have to face the severe competition.

- ➔ As **Zong** is introducing some various attractive packages of both **SMS** and calls to attract customers.
- ➔ **Ufone** have to develop strategies to counter their strategy and to survive in the market.

ZONG

Say it all



Please Follow the circles to navigate

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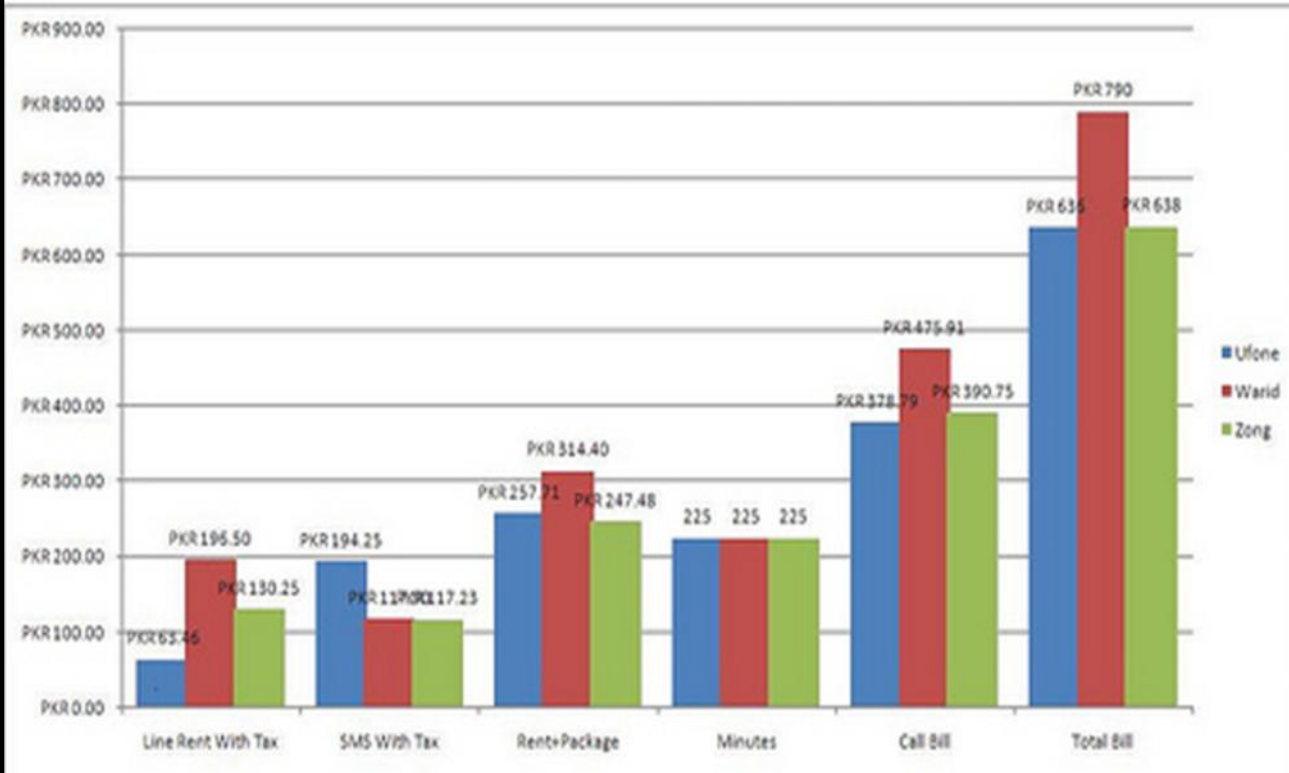
Search Zong

0313-4-10-1976 0313-4-AUGUST
0313-7654321 0313-ALIKHAN

Comparison..



COMPARISON OF UFONE, WARID AND ZONG'S LOWEST POSTPAID PACKAGE FOR THE STUDENT'S MONTHLY USAGE



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سے فوری بونس پائیں

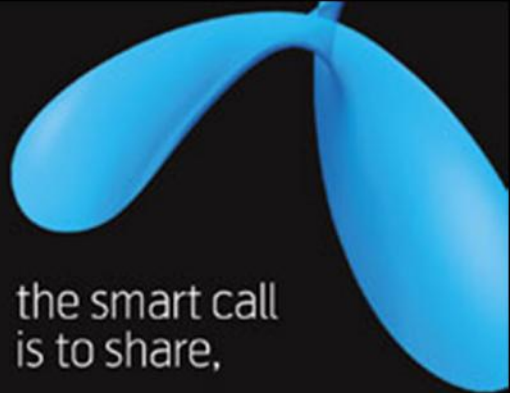
نہ ایکٹیویشن - نہ کوئی کنڈیشن



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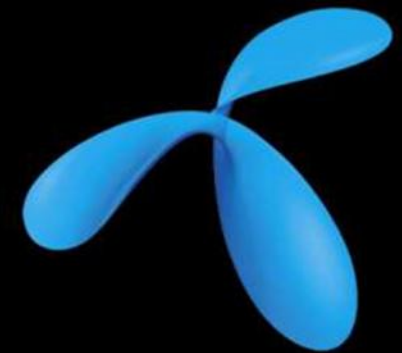
⇒ **Telenor** is giving higher remuneration to its employees as compared to **Ufone** so many of its skillful and competent employees are going there. That will affect the company's profitability in the long run.



the smart call
is to share,

when music speaks to you,
when it becomes the soundtrack of your life,
and when you know which music describes you best,
Would you be the only one who could hear it, or would you share it?

Share through Telenor, which has a bouquet of value added services. We



telenor



Question in my mind is ?

Should I ask this ?



hmmmmmmmm?

Sorry I was sleeping sir !



If you have any query please feel free to ask

Phone: +92-51-9047-592

Fax: +92-51-9047-420

Email: fahad.khan@uettaxila.edu.pk

University Of Engineering & Technology Taxila Pakistan