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PROMOTIONAL STRATEGIES OF DIGITEL
LECOMMUNICATION PHILIPPINES INCORPORATED

CASE STUDY

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*College of Economics, Management
and Development Studies*

CAVITE STATE UNIVERSITY

Indang, Cavite

April 2003

**PROMOTIONAL STRATEGIES OF DIGITEL
TELECOMMUNICATION PHILIPPINES INCORPORATED**

**A Case Study Report
Submitted to the Faculty of the
College of Economics, Management
And Development Studies
Cavite State University
Indang, Cavite**

**In partial fulfillment
Of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)**



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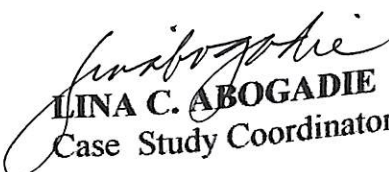
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ABSTRACT

BUGANAN, CHRISTINE MARY GALAT. **Promotional Strategies of Digitel Telecommunication Philippines, Incorporated.** Undergraduate Case Study. Bachelor of Science in Business Management major in Marketing. Cavite State University. Indang, Cavite. April 2003. Adviser : Ms. Cristina Del Mundo.

A two-month case study was conducted at Digitel Telecommunication Phil. Inc. (DIGITEL) at Tagaytay City from December 2, 2002 to January 2003. The study aimed to enable the student to apply student knowledge in Business Management to real life situation. Specifically, it aimed to: identify the problems encountered by the company as well its the future plans; determine the existing management policies and practices being employed by the company; and the promotional strategies being used by the company.

Data were gathered through personal interviews with the staff of the company and from company files. Secondary data were gathered from the available references at the Cavite State University (CvSU) Library and the College of Economics, Management and Developmental Studies Reading Room.

DIGITEL is mainly considered as a service firm. The company offered telecommunication services. It has employed promotional tools like advertising and public relations.

Promotion is done through print ads, saturation, media. Services with the subscribers are also employed by the firm. The use of the promotional tools was mainly for the purpose of communicating the services offered by the firm.

The firm encountered problems in their service offered. To cope with this problem, the company must add promotional strategies to attract more customers.

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PROMOTIONAL STRATEGIES OF DIGITEL TELECOMMUNICATION PHILS. INC.^{1/}

Christine Mary G. Buganan

^{1/} A case study report submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang Cavite, in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (major in Marketing) with contribution no: CS 2003-BM 04-020. Prepared under the supervision of Ms. Cristina del Mundo.

INTRODUCTION

Telecommunications is defined as communication over a distance. The Philippine telecommunications sector continued to perform well in the first half of 2002. In fact, telecom firms were the stars of the Philippine corporate world posting substantial increases in earning in a period of economic downturn. Analysts expect continuing growth in the mobile phone market. The expectation is that the market can accommodate a penetration rate of 20 to 25 percent of the total population from the current 11 percent.

There are specific forms of modern telecommunication such as computers, facsimile, radio, telegraphy, telemetry, television and telephone. More and more companies offers telecommunication services for they believe that all people especially in business need it. Through telecommunication it would be easier and faster to communicate (Stamm, 1998).