

MOBILE ELECTRONIC SERVICES IN THE ALBANIAN MARKET

Aleksander Biberaj,
Klodiana Gorica,
Ingrid Shuli,
Kozeta Sevrani*

Abstract

The role and the importance of mobile electronic service are indisputable and serve as necessary condition for a sustainable development throughout the economy. In this article through an empiric study noted and recorded this role in the Albanian market, and draw valid conclusions for the future and challenges of mobile services market. The structure of this scientific article is structured in the following: short introduction, theoretical review of literature, methodology, and analyze of concrete case, included here and one detailed SWOT analyze. In one special annex are given questionnaires and explanations for them and conclusions and further recommendations.

Key terms: Electronic services, mobile market, competitiveness, marketing

JEL Classification: L22, L63

I. Introduction

Telecommunications already have become an inseparable part of our lifestyle. Marketing and IT are among the two "BOOM" key to today's Internet world. A company without IT and marketing is not only ineffective but also the non-existent in the market. If a company does not know before the market where it is intended for the existence and value that represents the consumer, if the company adopts no technology at the right time, of course that is not present in the market.

Nowadays electronic service sector can be applied to a tremendously diverse range of human experience. They are transforming virtually every sector of society and the economy. Today's technological transformations are intertwined with globalization, and together they are creating the new realities of the global economy.

In a society where the information and knowledge are of vital importance for the purpose of development, the role of electronic service sector is growing. So, electronic service sector's play the role of an enabler of development in several respects, cross-sector productivity and economic growth, specific social development goals and political participation and good governance, taking the society in the phase of Information society.

* Aleksander Biberaj is at the *Polytechnic University of Tirana*.

Klodiana Gorica, Ingrid Shuli and Kozeta Sevrani are at the *University of Tirana, Faculty of Economy*.

The aim of this article:

- To have a clear picture of ICT policy in Albanian market
- To learn to look with critical eyes and learn to follow the policies to be successful or sustainable on the basis of recognizing the needs of the consumer market.
- To understand from practical side as marketing concepts applied by the studied cases.
- To compare and analyze through an SWOT analyze the main point of four electronic mobile companies that serves in Albanian market

II. Theoretical review of literature

Marketing today is an integral part of a high influence on our daily lives and a vital part of business success. Marketing identifies and meets the social and human needs. A good and effective marketing has become an increasingly important element of which requires careful planning and implementation, but perfection is difficult to achieve.

In the end all have only one purpose: "the consumer and his needs". All needs for information, internet, electronic services, etc, and everything must be around the fulfillment of those needs. The task of marketing is to attract and to build relationships with customers by creating consumer value and satisfaction, while marketers try to recognize customer needs and fulfill their desires.

Precisely, one of the markets that need more practice strategies for marketing, there are mobile phone companies such as AMC, Vodafone, the latest Eagle Mobile and Communication Plus. Telecommunications market is always near its customers, keeping them together through communication, and being that this is their basic needs. In the end "*marketing is the process by which individuals and groups provide what they need and want through creating and exchanging products, services and value with others*".

III. Methodology

The purpose of this article is the study of electronic services market, evolution and trends in the future. This study is based on the questionnaires methodology. Questionnaires were conducted in two sets: one for mobile services companies and the other for consumers of this market who seek to fit their needs, evaluated and perceived in the proper way from respective companies. Analyzed and the main marketing strategies that adopt today of the most developed electronic services market. Given that the questionnaire forms, and influences the response, at the same time, it is important to be a combination between closed questions, and open. For the realization of this survey are used qualitative and quantitative variables. In terms of quantitative variables have distributed a total of: 50 (questionnaires/company) X 4 (mobile company) = 200 total questionnaires. Qualitative research techniques are relatively unstructured measure to allow a possible answer category.

IV. Overview of Country's ICT Market

The ICT sector in Albania has had considerable growth these last years. It's notable to mention the number of the ICT companies created and active in the last years, where it is noted the liberalization of the Telecommunication market which has been followed by the foundation of several Telecom Operators (www.ert.gov.al). ICT services should be used and served to the market need, to the consumer preferences and to the social and economic challenges, but mainly must be used to create employment, to improve working conditions, and to motivate highly educated individuals to stay in Albania. National and local needs and circumstances will be an important factor to be considered for the development of the Information Society in Albania. It is fundamental to consider the development of the information society as one of the highest priorities in achieving higher living standards and economic growth. So it is very important to notify that:

- There is a significant growth of ICT companies and Telecom Operators created and active during the last years in Albania;
- Scientific research activities in Albania are very limited, primarily due to the inadequate infrastructure, insufficiency of financial resources, etc.
- Specialized ICT departments in particular have suffered considerably from “brain drain.”

The Republic of Albania sees Telecommunication market development as an essential tool in building an information society, which in turn is fundamental to the rapid development of Albania and the region. Human capital is seen as the main source for the creation of information society in Albania, so, the application of ICT.

V. Analyses of Case Study – Applying some new forms of marketing

Telecommunications are recognized as important businesses for their specific nature and this is confirmed by the current stage where have reached mobile cell phones operators. Market mobile telephony in Albania in recent years has undergone drastic changes. At a time when neither thought for a mobile service, the country arrived have four strong mobile operators: Albania Mobile Communication (AMC), Vodafone, Eagle Mobile and recently joined the market and operator of four Plus mobile Communication. But in no way should reduce the merits of their leaders, who have succeeded to guide companies that lead to high growth rates. The first signal of mobile telephony in Albania in May of 1996 bears the name of the AMC. Successful privatization in 2000 of New Mobile Communications will was all a prelude to further her achievements where 85% of the shares were purchased from COSMOTE. AMC as part of Cosmote group, it operates in 5 countries of Eastern Europe. Only a year later came to our country's second mobile phone operator Vodafone mobile. Performance of the race between the two companies since that time is like a contest between two strong cyclists, when they approach the finish by

walking "wheel on the wheel", which takes time and sometimes lead one another. However, in a contest business, more so when it comes to a contest between giants, neither can it come to a hierarchy of fixed consolidated. A few years later the market in Albania will be added and two other operators like Eagle Mobile and Communication Plus as such companies, they brought a significant improvement in the quality of the service and not only that but the quality of society itself. Some of these companies are using sometimes some new forms of marketing that are quite different from traditional marketing that we are used to elaborate every day. These are very active and innovative forms of marketing which are done in a way which attract innovative ways of operating, differentiating through the cost, risk management, management by the zeal and passion and not by the official structure of corporate, continuous offerings, lower fees, risk taking, opportunity driven, etc. All these are dimensions of a relatively new form of marketing: entrepreneurial marketing. Not all companies can and uses such active and innovative forms. It takes too much zeal and passion from the managers, and everything starts from the consumers. Opening such a market in our country brought about a mindset and a new marketing strategy different from previous strategies that are used. However, this is one of the goals of this project, not only familiarity with such marketing strategies but also is able to critically examine the success they have had these strategies in particular and the successes achieved by companies in general. Although the mobile phone market is saturated and completely explore Albanian citizens continue to turn more and more windows to take advantage of their services.

VI. SWOT Analysis

SWOT	AMC	Vodafone	Eagle Mobile
S-Strong	1. AMC Comp. is the first mobile operator in Albania and leader in mobile phone market.	<ol style="list-style-type: none"> 1. The most recent technology of electronic communications. 2. Modern accessories and practical for users 3. Wide range of products/services and offers 4. Training sessions and professional promotion of workers becoming one of the most popular for Albanians . 	<ul style="list-style-type: none"> ▪ Since the early days of the entry into the market, Eagle Mobile has undertaken projects in the area of social responsibility. Nowadays, this company has become a tradition every year to establish a "Social Priority".
W-Weakness	1. Since the entry into the market, AMC has faced an increasing competition in the beginning there was only one contender, now there are three powerful.	1. Despite that, when entered into the market has followed a policy of marketing "Aggressive" and has used every opportunity to be successful again has not been able lead his rival AMC.	The only disadvantage is that mobile eagle came on the market at a time
O-opportunity	Despite that AMC has only 1 year more than Vodafone, the latter has better known to utilize this time and continues to be the first in the rankings.	<ol style="list-style-type: none"> 1. Is the mobile operator which has led to the first 3G technology; this is a chance while other operators are awaiting licenses. 2. Widely used social marketing and sponsorship of 	The company had great success in the market with ProRing Packages, Super Riniring and LIFE. For the first time and replenishment contract numbers were combined

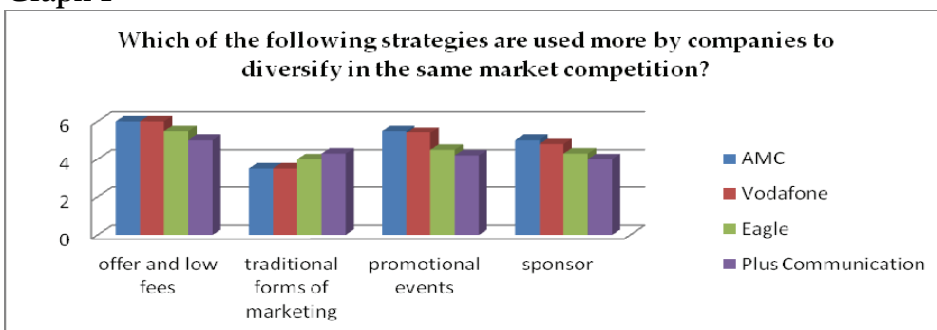
		many are a chance for the company that provides durability and consistent with the needs of subscribers. 3.Program “Red Alert”	into a single group and this is a new practice in Albania
T-threats	Classification of cell phone companies are not seen only as a performance perspective, in some cases even increased compared to the whole company, her rival has managed to take over from this point of view 2. AMC has not yet been able to get license for 3G technology	Like all companies, problem is that the increase of bids, makes people talk more with each other, and from study results, that more frequent communication with cell phone, harms the health of consumers.	Eagle Mobile is still waiting a license for 3G technology while its rivals Vodafone and AMC are reaping this advantage.

VII. Questioner’s analysis: *the results of questioners for companies*

The following results highlight the results of 11 concrete questions of questionnaire by 11 graphics with relevant notes.

1. How many of the following strategies the Company use to diversify in the same market competition?							
more Medium Much less							I don’t know
	1	2	3	4	5	6	
Continuously Offers / low fee for customers, risk taking, opportunity driven, etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The use of traditional marketing (media, bill boarder-at, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong promotional campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsoring events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others _____							

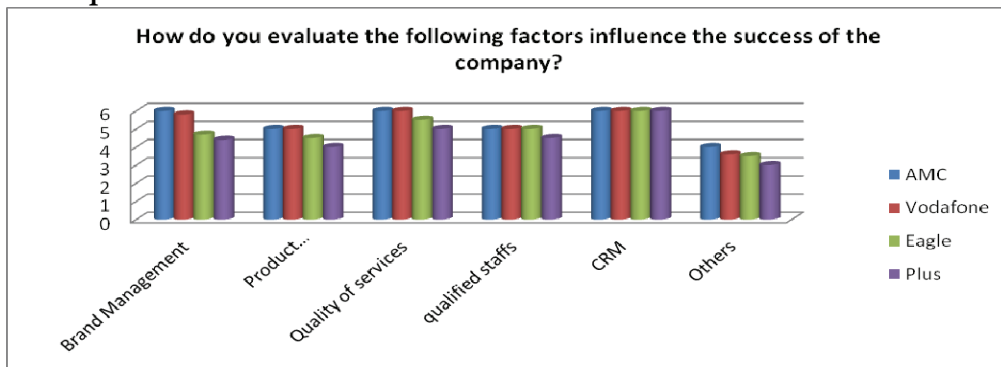
Graph 1



Explanatory Note: As seen presented the first results of the survey question on AMC companies, Vodafone, Eagle and Communication Plus. What strikes at first sight, is that all the alternatives presented, AMC and Vodafone, it seems like walking side by side, both as a company, whether as a strategy pursued. It seems more or less follow the same strategy, and the outcome of the questionnaire, is a little hard to divide one from another (AMC, Vodafone), since the responses obtained were more or less the same. Meanwhile, Eagle and Plus align somewhat with each other, as companies that have recently entered the market, and almost in a time very close.

2. How do you evaluate the following attributes influence the success of the Company?							I don't know
more	Medium	Much				less	
	1	2	3	4	5	6	
Mark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product diversification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effective and qualified staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationship with customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Graph.2



Explanatory Note: The graph. 2 presented a second questionnaire question for opinions regarding the companies about the impact of factors on their success. As noted, the alternatives put forward the brand management, customer relationship and quality of service, it is estimated that more of the companies, especially the relationship with consumers, but product diversification and qualified staff have value to companies. It results from the questionnaire and therefore by graph is that the relationship with customers is equally valued by companies as an important factor for success in the market. Apparently, the logical and consistent, not only that each company must adapt and be located close to customer needs, but the nature of the business is such that cannot function without communication with its customers.

3. What part occupies the strategy of marketing in the Company to maintain a stable position in the mobile market?							I don't know
More	less	Medium	Much				
1	2	3	4	5	6		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4. How many you know or use contemporary forms of marketing to the Company?							I don't know
More	less	Medium	Much				
6	5	4	3	2	1		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5. How much you use the following new contemporary forms of Marketing, as a competitive advantage and an opportunity to maintain a stable position in the market.							I don't know
More	less	Medium	Much				
	6	5	4	3	2	1	
Zeal and passion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Risk taking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Opportunity driven	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Innovation and continuous innovation being found close to customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

QUESTIONNAIRE ON THE AMC SUBSCRIBERS

6. Which of mobile phone companies are already subscribed?

- AMC
- Vodafone
- Eagle Mobile
- Plus Communication
- Others

7. Have been previously subscribed to a cellular company than the company AMC:

- Yes I have been subscribed to another company and now is using AMC Company.
- Yes I have been subscribed to another company and continue to be a subscriber.
- No I have been subscribed in com. AMC and continue to be

Some implication for marketing and recommendations:

- A recommendation that each of the companies must continue to diversify products, services, and even the company itself as it would greatly assist in raising awareness of their subscribers in terms of brand and image.

- There should be no reason to reduce the marketing budget, and especially for social marketing, starting by the very nature of these companies, which have necessitated a sustainable marketing.

- Should pay more attention to social marketing, as the customers find themselves to meet their needs, and feel themselves very near to companies, and sometimes even identify with them.

- It is appropriate to note that the continued market segmentation should be done by each company as in this way are able to determine their potential customers and target customers, decide how to achieve objectives and meet their needs.

Conclusions

- The information society and mobile electronic service is seen as one of the most important vehicles for seamless integration into the European Union. The Government of the Republic of Albania recognizes that the implementation of ICT is leading, although with some problems toward the information society in Albania.

- In order to be successful in electronic service market are needed new trend contemporary form of marketing which are more oriented in the following dimensions: risk taking, opportunity driven, zeal and passions from the managers, innovative, working through networking, etc.

- Information and Communication Technologies have just started to have a bigger attention from the business community. There is still to be done in terms of ICT infrastructure development and ICT SME usage, to compete regionally or internationally.

- Although the mobile phone market is saturated and completely explore, even though the market is adding a new operator, the respective companies still continue to improve their performance. This means that Albanian citizens continue to turn more and more windows to take advantage of their services.

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