Assignment S3:

Telecommunication industry:

During covid-19 scenario, Telecommunication industry has evolved to adapt to the business environment present during corona virus period. The following are the changes made in the industry during pandemic:-

#1-Capitalising on change:- During this period internet demand increased as everyone started working online for their company or institution. So Companies like Reliance Jio introduced Jio fiber (it is a wifi providing sector of Jio) during the pandemic period. Airtel linked up LAY'S Chips,  Uncle Chipps and Doritos packs. The way this works is that if you buy a Rs 10 packet of Uncle Chipps, you get 1GB data free. In this way companies under this industry capitalized on the change.

#2-Predicting an upcoming trend:- During lockdown period demand for internet increased and everyone started using internet for online work, as a result net speed and bandwidth decreased in some situations from service provider. To overcome this issue telecommunication industries like Reliance Jio predicted the need of 5g network in India and started working on them to launch their 5g network as soon as possible in the year 2021. As a result of this change in wireless communication, telecom equipments means mobile phone companies started producing 5g phones in India, and now every new launching phone in India is supporting 5g. In this way telecommunication industries predicted upcoming trend.

#3-Strengthing the business firm:- As demand for telephone services, wireless communication and internet increased telecommunication industry became strong in the business firm.

#4-Determinig opportunity and threats:-It is opportunity for telecommunication industry to prove itself during covid-19 threat period. Companies under this industry like telecom services, internet providers, and wireless communications proved themselves during this threat.

#5-Giving directions for growth:- No growth in telecommunication during this period.

#6:- Continuous learning:- During this period Telecommunication industry in India learned importance of 5g, from other countries where internet is fast compared to India, so the industry is in developing stage to introduce 5g.

#7-Image building:- This industry built it image by providing the best services to customers. Internet service providers like Act fibernet, Jio Fiber, Hathway and other internet service providers built their image. Telecom services like Airtel, Jio also built image during this period.

#8-Meeting competition:- This is the period of Telecommunication which was the most important industry. Companies under this industry competed and every company proved their importance.

#9-Identifying firm’s strength and weakness:- This industry identified the strength and weakness to provided best services during pandemic. Only weakness was the internet speed fluctuation, which was for short time due to over load, which is unavoidable until 5g launch.

#10-Capitalizing early opportunities:- No opportunities are capitalized.

#11-Activating management to changing needs:- Management of telecom companies became busy, and user interface of apps of  
telecom companies like airtel are made simple for easy recharging of mobiles, dish TVs using online payment.

#11-Basis of strategy:- Companies under this industry made their strategy to develop in the pandemic period.

#12-Intellectual simulation:- No new ideas implemented by this industry during this period.

-G Sampath Kumar, iec2020051.