

**MARKETING STRATEGIES AND MARKET SHARE GROWTH IN
TELECOMMUNICATION INDUSTRY
A CASE STUDY OF TIGO- RWANDA.**

**BY
ISHIMWE ANN CHRISTIN
MBA/3298/11**

ABSTRACT

The research design of this study is descriptive research design; this research design helped to describe the relationship between the marketing strategies used by Tigo to increase its market share or to analyze how Tigo's market share growth is affected by the marketing strategies used. The specific objectives of the study were to identify marketing strategies used by Tigo in Rwanda, to assess the market share of telecommunication industry in Rwanda and to find the link between the growth of Tigo's market share in Rwanda and the marketing strategies adopted. In line with the above objectives and their achievement, the researcher used questionnaire administered to Tigo staff in order to collect primary data. The total population was 187 employees with the sample of 128 obtained using Sloven sampling formula. The 128 employees were contacted using simple random sampling technique. The secondary data was obtained using the documentation technique whereby textbooks, annual reports, as well as internet sources were consulted. The primary data collected was processed and analyzed according to the research objectives one by one with a consideration of the independent and dependent variables' indicators as shown in the conceptual framework. The conclusions and recommendation were as a result of excel sheets that were used. The result was summarized in the form of tables and graphs for the purpose of converting the primary data into quantitative and qualitative data. Qualitative data was analyzed according to research objectives while quantitative data was analyzed and reported in the form of tables and graphs followed by the proper interpretation based on the research objectives and questions. The findings from the study showed that the marketing strategies or marketing mix elements (product, price, place, promotion, people, process and physical appearance) in the telecommunication industry are of great importance because they contribute significantly to its market share growth. Tigo in Rwanda increased its market share from 5% in December 2009 to 33% in December 2012. This growth is was due to the marketing strategies used in different ways to attract new subscribers and maintain existing ones.