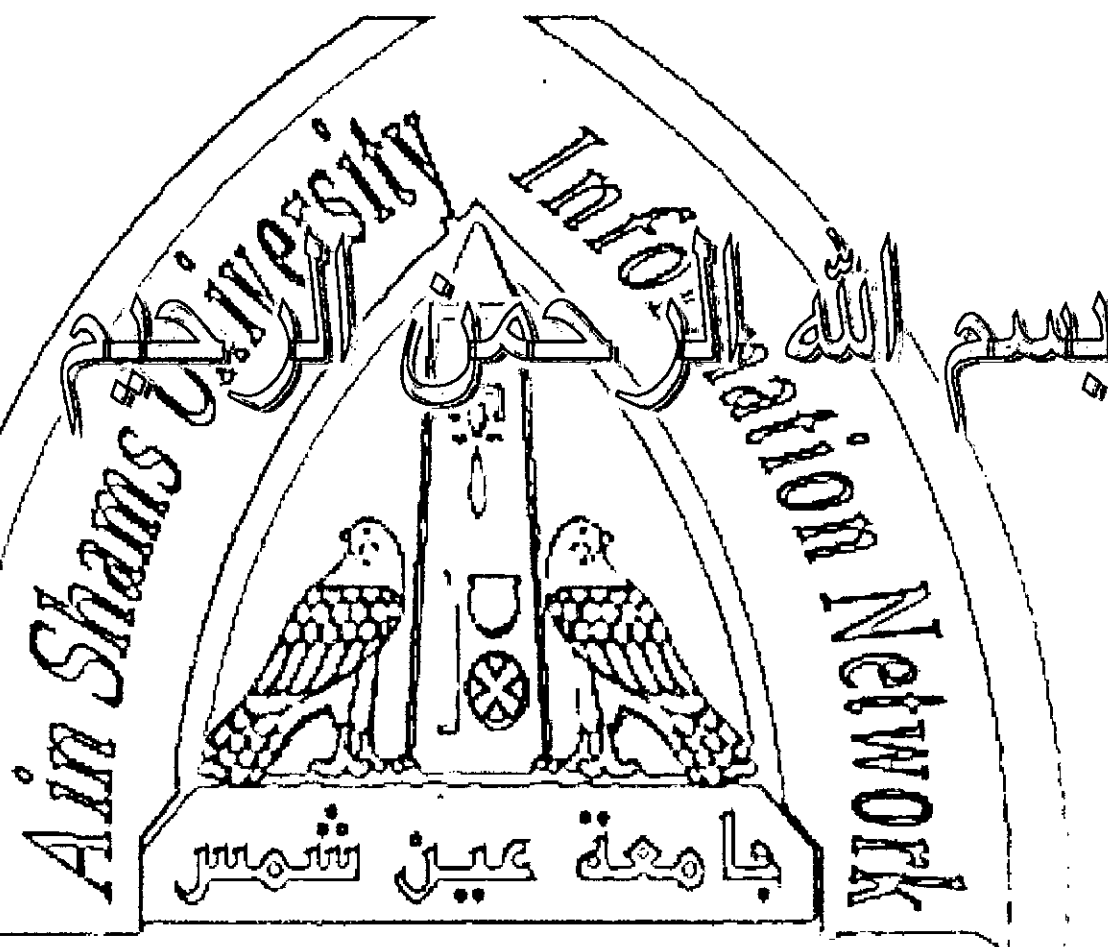




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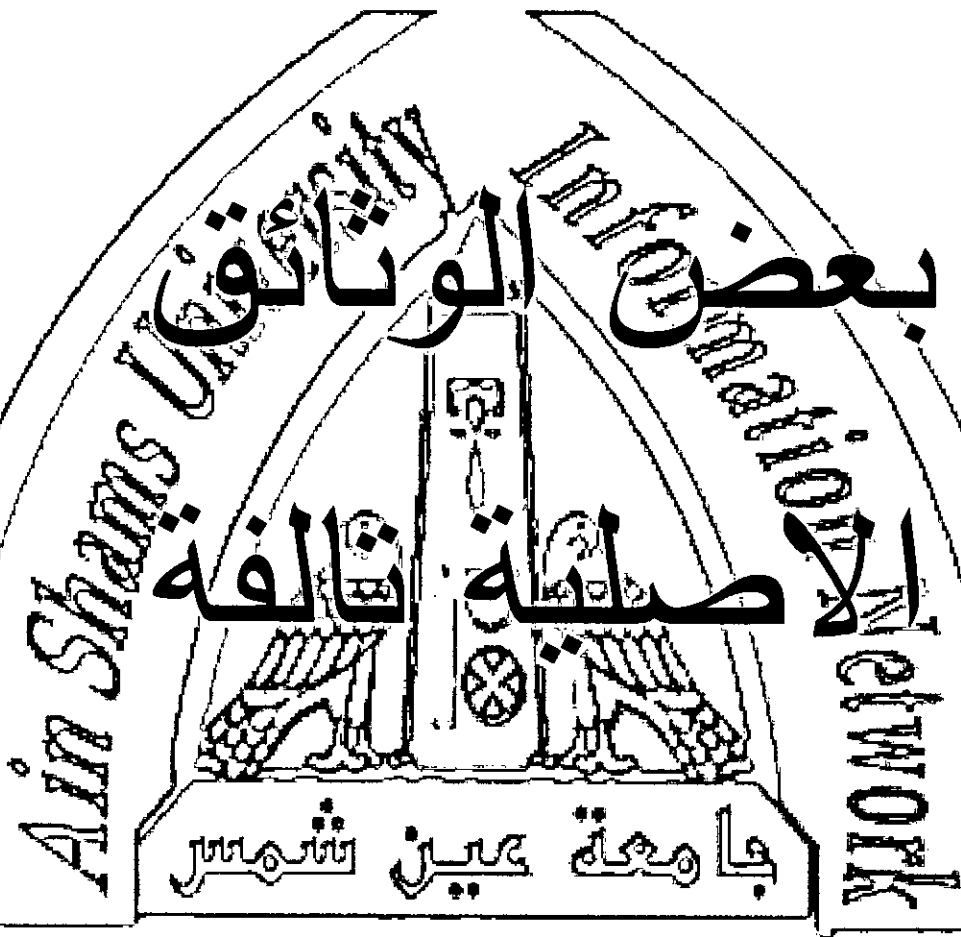
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A Research Project Submitted in Partial Fulfilment of the
Requirements for the Degree of Executive Master of Business
Administration

Vodafone Egypt Market Trends and Forecasts Using Two Different Techniques

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ABSTRACT

The main aim of this paper is to estimate the future trend and analyze the pattern and rate of adoption of telephones in Egypt. The paper uses the S-Shaped growth curve and the Cubic curve models for the same. It was found that the Telecom density in Egypt will increase from 69.5 telephones per 100 inhabitants in 2008 to 156.8 telephones per inhabitants in 2013. Consequently, telephone subscriber base is projected to increase from 52.8 million in 2008 to 131.8 million in 2013. Moreover, mobile phone is becoming and will continue to become the dominant means for accessing communication. It is estimated that the modal share of mobile phone will increase from around 54% in 2008 to nearly 138% in 2013. Due to this, mobile subscriber base will increase from 41 million in 2008 to more than 116 million in 2013. The projected rapid growth in telephone subscriber base will have important implications for Telecom operators, infrastructure providers, handset suppliers, and vendors. Telecom operators should be ready with contingency plans to deploy and operate infrastructure including customer care, billing, applications, etc., faster than they might have initially planned. Infrastructure providers, handset suppliers, and vendors should be prepared to respond to such plans.

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LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
ARPU	Average Revenue Per User
NTRA	National Telecommunication Regulatory Authority
MNO	Mobile Network Operator
ISP	Internet Service Provider
GSM	Global System for Mobile communications
3G	3 rd Generation
IT	Information Technology
OLS	Ordinary Least Squares
WiMAX	Worldwide Interoperability for Microwave Access
ADSL	Asymmetric Digital Subscriber Line
HSDPA	High Speed Data Packet Access
DSL	Digital Subscriber Line
MAPE	Mean Absolute Percentage Error
ANOVA	Analysis Of Variance
MaxAPE	Maximum Absolute Percentage Error