

A Strategic Study on the Telecommunications Industry in the Philippines

Alma Maria Jennifer A. Gutierrez

Department of Industrial Engineering

De La Salle University-Manila

Email: alma.gutierrez@dlsu.edu.ph

Abstract

This paper analyzed the telecommunication industry in the Philippines using Porter's Five Forces Model. A particular telecommunication company that is just starting to become known was used in a case study to identify strategic options for the industry. Strategies were proposed in the area of marketing, customer service, and technical aspects. These strategies were based on result of the comprehensive analysis of industry strengths and weaknesses.