

ABSTRACT

Telecommunication is one of the most fascinating industries. Significant changes are taking place at the same time in technology, market structures, regulation of domestic and international telecommunications, and human behavior. In addition to technological evolution, the decisions of many governments to liberalize and privatize what was traditionally a government-run sector have resulted in increased competition. This has produced, for most customers, more choice and lower prices for telecommunications services.

The Thai telecommunications industry is moving towards liberalization, which will create new competitive opportunities for incumbents and also new entrants to help level the playing field and create fair competition. The open competitive telecommunication environment will not only enhance Thailand's competitiveness, but will also bring about a myriad of consumer benefits.

The objectives of the research are to ascertain the rationale for the Thai decision to open its telecommunications market, to describe the key initiatives for Telecommunications Liberalization taken by the Thai government and discuss about its importance and about problems occurred before and after the Liberalization, to analyze the major impacts of Telecommunications Liberalization which will bring positive impacts to new entrants and the great benefits to consumers, to provide THAI MOBILE the strategies to equally compete with incumbents, and also new entrants in the fiercely competitive Thai's mobile market, and to recommend the desirable business and marketing strategies for THAI MOBILE.

The research hypothesized that the Telecommunication Liberalization has effects on Thailand Telecommunication Industry and pressures from the WTO Agreement on Basic Telecommunications and the Telecommunication Development Mater Plan will create deep impacts on competitive opportunity

of both incumbents and new entrants. Telecommunication liberalization will render the market more competitive, new entrants will face several obstacles e.g., high investment, market knowledge, lead-time for network installment, and the foreign investors are eager to occupy the Thai telecommunications services market.

To find a niche in this market, it is critical for the new comers to learn more about market and evaluate the investment attractiveness from the market structure. Therefore, the objective of this study is aimed at providing a roadmap of the investment potentials by analyzing the mobile phone services market structure. The study found that the permitted operators in the mobile services market in Thailand would generate considerable profits because of its market structure. Before and after Thailand telecommunication liberalization, the existing mobile phone operator would still be the biggest operator in its mobile services market. Therefore, the foreign investors should take advantage of the joint projects with the existing domestic operators or invest in the state-owned firms directly. In addition, the international telecommunication players would have relative advantages than the investors in other industries. Utilizing their domain knowledge and cost saving advantages to cooperate with the state-own firms, those global telecommunication players would generate considerable revenues.

Hence, the research analyzes the potential impact of Thailand's telecommunications liberalization especially on the great competitive opportunities of new entrants in the mobile phone market. The research provides a useful guideline for the Thai telecommunication industry to cope with the difficult situation of telecommunication liberalization and to facilitate it to carry out their business and marketing strategies; or even provide a great opportunity guideline for those companies that want to enter Thai telecommunication market with the key to survival and success.