

## THE MARKETING STRATEGIES OF DJIBOUTI TELECOMMUNICATION

**Azong Abdul Hafiz Asiaktewen<sup>1</sup>**

Nanjing University of Post and Telecommunication  
CHINA  
Asazong33@gmail.com

**Rahma Omar Ibrahim<sup>2</sup>**

Nanjing University of Post and Telecommunication  
CHINA  
Raliyaomar95@gmail.com

### ABSTRACT

Globally, telecommunications has become an important revenue-generating sector. The communication market is an important part of the social commercial market, and is one of the subsystems of the whole market. Djibouti is one of the few countries in which the national telecommunications operator (DT) has a monopoly on all telecommunications services, including landline, mobile, Internet and broadband. This paper studies the marketing strategy of Djibouti Telecom and puts forward some practical suggestions to improve the industry.

The research found that the characteristics of telecommunications industry are the rapid innovation of service and transmission between competitors. Djibouti Telecom is a State-owned enterprise with a monopoly power, an advantage that enables telecommunications companies to operate in all areas of the industry. Local dial-up call prices in China are higher than in developed countries such as China and the United States, research shows. It is worth noting that from 2013 to 2018, the number of call prices decreased year by year, and the mobile phone penetration rate also continued to increase. The study recommended that DT seek to work with the world's largest telecommunications network to improve its telecommunications base to meet the immediate needs of its clients.

**Keywords:** Marketing strategy, Djibouti Telecom (DT), SWOT analysis, 4C model.