

**International Journal of Computer Science and Mobile Computing**



A Monthly Journal of Computer Science and Information Technology

ISSN 2320-088X

*IJCSMC, Vol. 3, Issue. 2, February 2014, pg.146 – 152*

**RESEARCH ARTICLE**

# Porter Five Forces Analysis of the Leading Mobile Cellular Telephony Service Provider in India

**Subhasish Majumdar<sup>1</sup>, Partha Pratim Bhattacharya<sup>2</sup>**

<sup>1</sup>Garden Reach Ship Builders & Engineers (under Ministry of Defence),  
Govt. of India, West Bengal, Pin- 700 024

<sup>2</sup>Department of ECE, Faculty of Engineering and Technology,  
Mody University of Science & Technology, Rajasthan, Pin – 332311, India

<sup>1</sup>subhasish\_m1@yahoo.com; <sup>2</sup>hereispartha@gmail.com

---

***Abstract— In this paper, we have discussed Porter Five Forces model and presented mobile communication market scenario in India. Then we have analyzed the intensity of competitions among different mobile phone service providers. Different forces which may throw a challenge to the existing leader are thus found out.***

***Keywords— Porter analysis; subscribers; suppliers; mobile phone***

---

Full Text: <http://www.ijcsmc.com/docs/papers/February2014/V3I2201451.pdf>