

## VMOSA ANALYSIS ON RELIANCE JIO :A STUDY

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### Abstract

We will do a study on Reliance Jio and analyse it through VMOSA analysis. In this study we will analyse the company's vision mission opportunities and goals some future plans and action plans for upcoming times (large)

### 1. Introduction

VMOSA (Goal, Purpose, Priorities, Goals, and Action Plans) is a practical process of preparation used to assist community groups to identify a vision and establish practical ways of achieving change. Although maintaining sight of your long-term vision, VMOSA helps your company set and accomplish short-term targets.

**JIO** stand for Joint Implementation Opportunities. Mr. mukesh ambani is the founder of reliance **jio** and founded it in year 2007.

### Literature Review

Sno	YEAR	AUTHOR	NAME/TITLE	PUBLISHER
1	28 <sup>th</sup> Jan 20201	ET.telecom.com	Indian telecom market leader Reliance Jio has emerged as the fifth strongest brand globally, beating the likes of Apple, Amazon, Disney, Tencent, Alibaba, Nike, etc, according to brand valuation consultancy firm Brand Finance.	ET.telecom.com
2	23 <sup>rd</sup> feb 20201	Roger	Rotomolding Powders (High End Product) Market Introducing New Industry Dynamics Through Swot Analysis 2021  Phychem Technologies, Reliance Industries, Shivalik Polyadd Industries, Exxon Mobil, Chevron Phillips Chemical Company	Neighbour web BJ
3	23rd feb 20201	Anita	Amorphous Polyethylene	The bisouv

			Terephthalate Market ., Reliance Industries Limited, Sinopec Yizheng Chemical Fibre Company Limited, Covestro Ag, Jiangsu Sanfangxiang Group Co,	network
4	22 <sup>nd</sup> feb 20201	Nehal	Voice Over Long-Term Evolution (VoLTE): Market   Industry Business Outlook, Revenue, Trends and Forecasts 2026   AT & T, Cisco Systems, Huawei Technologies, Ericsson	Neighbour web BJ

## 2. VISION OF JIO

The vision of Jio is to transform India with the power of the digital revolution, always at the highest quality and most affordable price, connecting everyone and all, anywhere.

To achieve global best practices and become a leading business for power generation. To achieve project execution excellence, consistency, reliability, security and operational performance. To seek new prospects aggressively, capitalizing on synergies in the power generation industry.

For a billion Indians with domain knowledge across industry verticals in the platform business, Jio Platforms Limited (Jio) is building a huge digital ecosystem. Not only can the platform company have world-class fixed-mobile converged networking, but also digital solutions spanning industry verticals and the life cycle of the customer.

## 3. MISSION OF JIO

The goal of Jio is to connect everyone and everything, always at the highest quality and most affordable price, anywhere. In the next 2-3 years, Reliance Industries Limited is expected to go for an initial public offering (IPO) for its Reliance Jio Infocomm Limited telecoms unit.

To meet global best practices and become a leading business for power generation. To achieve project execution excellence, consistency, reliability, security and operational performance. To seek new prospects aggressively, capitalizing on synergies in the power generation industry. Jio is dedicated to providing coverage in urban and large rural areas.

In the next 18-24 months, Jio aims to cover 90 percent of India's population. Quality: Jio will provide its subscribers with instantaneous call link capability with HD voice quality.

Shri Mukesh Amban, Chairman, Reliance Industries Ltd. Jio plays a key role in India's digital growth with apps for everything from education to health care protection to financial services, technology to entertainment. "Jio is about bringing individuals together, safely and securely," he says.

By offering end-to-end digital solutions for enterprises, institutions and households and seamlessly bridging the rural-urban divide, Reliance Jio promises to shape India's future.

## 4. OBJECTIVES FOR RELANCE JIO

Jio is not only a telecommunications network, it's an entire ecosystem that helps Indians to make the most of their digital lives. This ecosystem is made up of strong broadband networks, useful software, best-in-class utilities and intelligent devices distributed in India at every doorway. The most full libraries and programs of recorded and live music, sports, live and catch up television, movies and events are included in Jio's media

offerings. To unleash a young nation's strength, Jio is about building connected intelligence for 6 billion global minds. We are all set to transform people's way of working, playing, studying and living.

#### Coverage:

Jio is dedicated to providing coverage in urban and large rural areas. In the next 18-24 months, Jio aims to cover 90 percent of India's population.

#### Quality:

With instantaneous call connection capability, Jio will provide HD quality voice to its subscribers. Subscribers can enjoy superior data experience, including the quickest page download, the industry's highest peak download speed, video streaming without buffering and real-time gaming experience.

#### Affordability:

In all parts of the world, the main concept is to make the internet open and affordable for consumers. The number, efficiency and coverage of the broadband internet will be dramatically improved by Jio, while reducing the cost to the customer.

With applications for everything from education to healthcare, protection to financial services, technology to entertainment, Jio will play a key role in India's digital growth.

Shri Mukesh ambani said "Jio is about bringing people together, safely and securely. It is about inspiring people to join a movement – the digital India movement. Jio is about you and your family, friends, community and all Indians together in a movement to embrace and win in the digital world."

### **5. STRATEGIES OF RELIANCE JIO**

Strategies for Combined Marketing. Price: Pricing strategies are one of the most appealing strategies, adapted by Jio. Not only has the company offered individuals a satisfactory price for their different goods, but it also contributes to the in-vogue telecom market

The key to the success of Jio: customer-centricity and an attitude on the web scale. When it successfully entered the jam-packed, hypercompetitive mobile market of India with free 4G voice and data, Reliance Jio made it look simple. "You can't be wrong if your guiding light is what the customer really wants."

Jio has wisely invested in LTE infrastructure that is easily scalable for future generations and does not bear the burden of legacy systems.

The first phase of the Jio plan was to bring as many customers as possible on board. Therefore, you had those Jio deals initially. They managed to bring valuable customers on board.

Jio is going to vigorously continue the acquisition of customers. Jio's primary services allow Jio to be differentiated from its competitors.

With an a user base, Jio adds power to their negotiating ability to target a broad user base by making a deal with media publishers (ads, streaming media (movies), news, shopping, games).

It seems that other private providers have long been milking data services by overcharging customers. Jio did an excellent job here. Making a difference is the way an operator looks at the market. What Jio has purchased

is a different view of the demand for telecoms. Hopefully, in the long term, customers would benefit from this.

## 6. ACTION PLANS OF RELANCE JIO

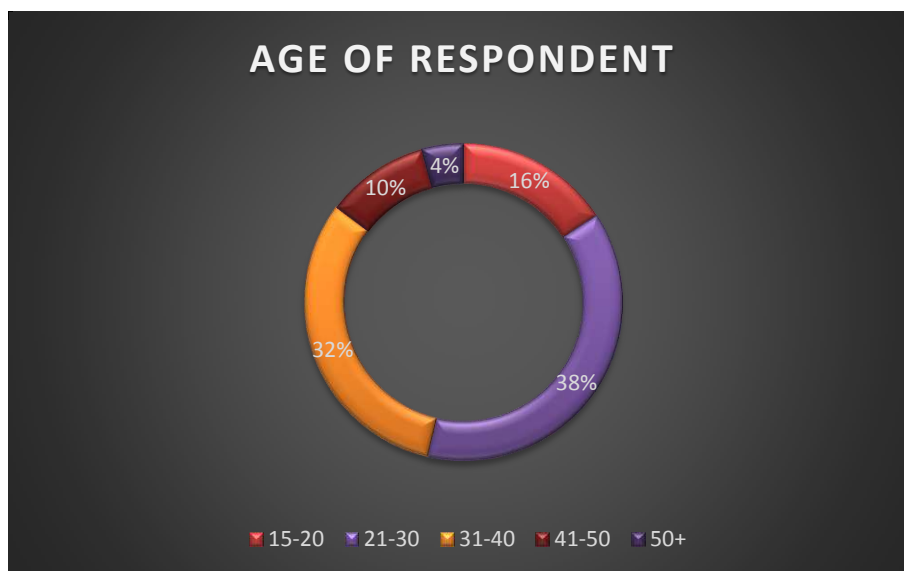
As of now, Jio is the largest telecom service provider in India, and the third-largest in the world. The business has a base of close to 400 million subscribers and is rising at a very impressive pace. The price of RIL shares rose from Rs. 875 at the end of March to Rs. 1,700 at the end of June, an increase.

Moving forward, RIL is expected to continue to reduce its other liabilities and concentrate on improving its balance sheet and make it even stronger. The company is currently negotiating the sale of a stake in its original petrochemical and refinery business with the Saudi Arabian company, Aramco. Ambani is also planning to put in an IPO for Reliance Jio in the next 5 years.

RIL's path ahead is brilliantly illuminated by the promise of its telecommunications and retail firms. For Reliance, big things are in store, and we expect the company to retain its position as one of the leaders in the market space in India.

### Data analysis and Interpretation:

#### Age group of the respondents

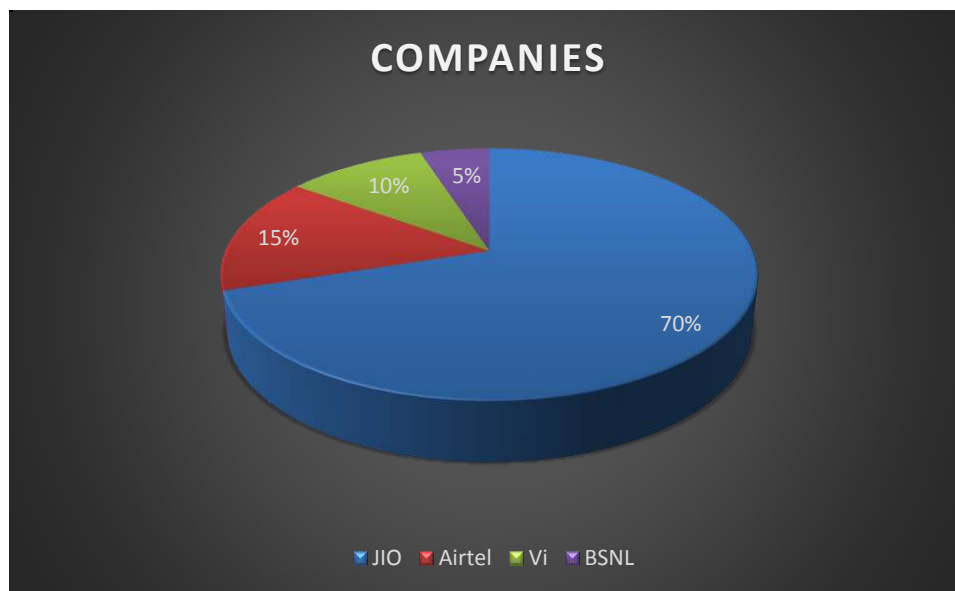


This is the age group representation of the respondents for the reviewing the services and products of the company

The most respondents from the age group of 21-30 which is 38% of total.

Then the age group of 31-40 are on second with 32% and 4% are age of more than 50. And 10% from 41-50 left are 15-20

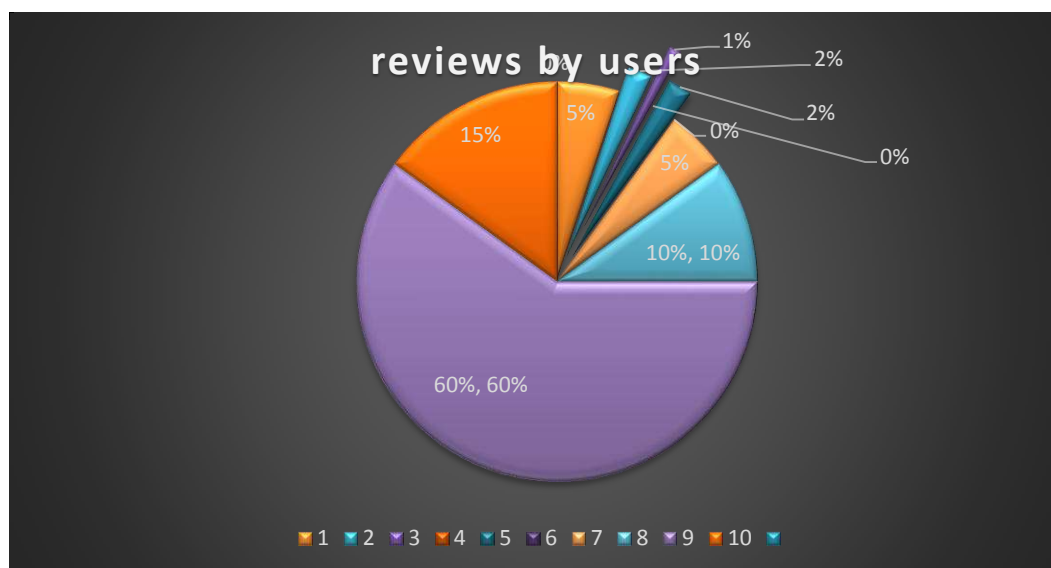
### Brand using respondents



We can clearly see the most of the our repondnts are using the jio network

And 2<sup>nd</sup> is A irtel then third Vi and at last its BSNL

### Reviews by the respondents for company On the scale of 1-10



As we saw in this most users have the positive reviews for the product and its service.

### 7. Conclusion

Company have good future in this industry with these plans and goals it will achieve soon its goals. But there is small problem of coverage the have increase there coverage system to achieve it sooner.

## 8. Suggestions

The study suggests that the company though fulfilling the set targets still it has potential for growing further and can prove itself.

## 9. Limitations

The limitations of the study has the time limit under which the final report has to be submitted and the respondents' being their busy schedule they were not able to submit their views on time.

## Future scope of study

The study can further be extended in the company's policy issues and the management decision making processes.

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