This approach creates strong "Customer Stickiness"--a dynamic that makes it operationally.1 inconvenient and financially unattractive for a household to switch to a competing operator. This comprehensive ecosystem is built across four distinct, connected layers. The first layer is the foundation, which delivers high-speed, reliable connectivity through gigabit Fiber-to-the-Home (FTTH) lines and premium 5G Fixed Wireless Access (FWA) home packages. The second layer introduces convergence bundles, allowing customers to combine their mobile postpaid plans, family SIM cards, and fixed home broadband into a single, unified account with one monthly bill, passing clear financial savings to the consumer. The third layer incorporates entertainment content partnerships, embedding premium streaming subscriptions (like OSN+ and Shahid VIP) directly into the monthly internet subscription fee, effectively capturing the household's entertainment budget. The fourth layer adds smart home solutions by partnering with the Tadoom platform to offer smart home automation, internet-of-things (IoT) devices, smart security cameras, and automated energy management tools that run on Omantel's core network. Managing Product Health via Key Performance Indicators (KPIs) To monitor product performance, optimize growth, and make data-driven decisions, Omantel's product managers continuously track four core performance metrics. The first is Gross Additions, which counts the total number of new customer activations and subscriptions signed during a specific timeframe to measure market demand. The second is Net Additions, which represents the actual organic growth of the customer base after subtracting churned customers from gross additions. The third is the Churn Rate, which tracks the percentage of existing subscribers who cancel their service or switch to a competitor within a month. Keeping the churn rate low through proactive customer service and loyalty rewards is vital for long-term revenue stability. The fourth metric is Average Revenue Per User (ARPU). Omantel grows its ARPU by successfully upselling customers from basic internet plans to premium, multi-layered ecosystem bundles. 5. Key Insights from the Guest Presentation The academic presentation delivered by Eng. Ahmed Al Gharibi provided crucial real-world business insights regarding the Omani telecommunications market that modify standard, generic theoretical concepts. Analysis of the Omani Telecom Landscape Oman has a total population of approximately 5 million people, yet it features a mobile market penetration rate that exceeds 120%, driven by widespread multi-SIM ownership among individual consumers. Meanwhile, the household fixed broadband penetration rate stands at 83%. This high number indicates a highly mature, near-saturated market where future growth depends on converting existing users from competitors or upselling current accounts, rather than finding completely new digital users. Omantel acts as the incumbent market leader, holding over 50% of the market share, supported by its extensive physical infrastructure ownership and its strategic focus on the "Whole Home Ecosystem" to retain customers.Product Launch Strategies The commercial launch phase, often called "The Big Moment" or Phase 5 (Launch & Go-to-Market), marks the coordinated transition of a product from internal development to the public competitive marketplace. Omantel uses a highly synchronized Go-to-Market (GTM) framework to maximize consumer awareness and speed up adoption across the Sultanate. Coordinated Execution Channels To achieve maximum market penetration and ensure that no sales opportunities are missed, Omantel deploys an omnichannel launch strategy that synchronizes multiple operational channels simultaneously. The marketing team launches advertising campaigns

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across digital media, social networks, traditional outdoor billboards, and targeted SMS campaigns. Additionally, push notifications are sent directly inside the Omantel SuperApp to target existing customers. Simultaneously, physical Omantel retail stores and authorized dealer kiosks across Oman are supplied with physical marketing brochures, interactive display units, and live demonstration routers. Frontline sales staff are fully trained on the specific selling points and terms of the new product. Call center agents and automated WhatsApp support bots are equipped with updated technical scripts, user manuals, and extensive FAQs so they can handle customer inquiries or setup issues immediately. Finally, Omantel organizes public press releases and partners with trusted Omani digital influencers and public figures to talk about the product, humanize the technology, and drive social media conversations. Strategic Market Positioning and Pricing Omantel's Go-to-Market success depends on precise Segmentation, Targeting, and Positioning (STP). For its home internet portfolio, the company segments the market by housing type, geography, and family size, specifically targeting young professional households, newly married couples, and larger families looking to upgrade their home entertainment. The product is strategically positioned around premium reliability, high speed, and complete lifestyle value rather than just being the cheapest option. To encourage early adoption and reduce consumer hesitation, Omantel uses smart promotional pricing strategies. This includes offering early-adopter discounts, waiving initial device costs, or providing free professional installation for the first few months, which smoothly convert into standard, predictable monthly subscription fees later on. 4. Product Growth and Market Expansion After a product is successfully introduced to the public, it enters Phase 6: Growth & Optimization. In this part of the lifecycle, the management focus shifts from basic customer acquisition to maximizing the long-term customer lifetime value, reducing customer turnover (churn), and expanding market presence. The "Whole Home Ecosystem" Strategy To drive sustained growth, Omantel has shifted its business model away from selling basic, standalone telecom utilities toward building a highly integrated product ecosystem.Omantel should establish strategic partnerships with local property developers and real estate firms to pre-install smart energy meters, connected appliances, and home security automation networks powered directly by Omantel 5G into new residential projects before buyers move in. Develop a Proactive Churn Prediction System: To defend against aggressive pricing from competitors, Omantel should build a machine learning model that flags customers at high risk of leaving.Furthermore, this report integrates established theoretical marketing concepts with real-world empirical data collected from the Omani market to evaluate how Omantel successfully maintains its competitive market advantage in an increasingly multi-player, competitive environment while directly aligning its goals with Oman Vision 2030.Recommendations and Conclusion Strategic Recommendations for Omantel Based on the data analyzed from the case study, market dynamics, and current consumer trends, the following three strategic recommendations are proposed to enhance Omantel's product growth and market positioning: Implement AI-Driven Personalization: Omantel should utilize big data analytics and machine learning algorithms within its SuperApp to monitor household data consumption behavior.While telecom products are engineered behind the scenes using complex software codes, wireless frequencies, and fiber grids, they must be delivered to Omani homes as simple, reliable solutions that improve daily lifestyle, family entertainment, and remote hybrid work.Ahmed

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Omantel's Product Marketing Manager demonstrates that developing, launching, and scaling products in the telecommunications sector requires balancing deep technical engineering capability with agile commercial execution.Introduction The telecommunications sector serves as the essential infrastructure of the modern digital economy, driving global connectivity, business efficiency, and overall economic transformation.Instead, it is a practical, non-linear, and iterative journey described internally as moving "From Spark to Scale." This journey requires continuous cross-functional collaboration, real-world testing, and strategic adjustments. Phase 1: Discovery (Finding Problems Worth Solving) The product development journey at Omantel always begins with a "Spark" that comes from deep market insights and observation.Ahmed Khamis Khalfan Al Gharibi, the Product Marketing Manager for Omantel Home .Services.Eng.2.3.6

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