

EFFECT OF INFORMATION TECHNOLOGY ON MARKETING OF COMMUNICATION SERVICES: A CASE STUDY OF BHARTI AIRTEL KENYA LTD

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Abstract

The use of information technology on marketing of communication services has become a major score card for the communication companies. Most of these companies are now making more profits on marketing services other than calling. In Kenya, examples of such services, which are a major profit earner for MSP are call back tunes, money transfer services eg. Airtel Money and M-Pesa, internet bundles, etc. The main purpose of this study was therefore to determine the effects of information technology on marketing of communication services with a specific reference to Bharti Airtel Kenya Limited. The study narrowed its research undertaking on the major effects such as promotion, product development, distribution, price and competition. The study established that promotion was a major factor that greatly affected marketing of communication services. The use of information technology influenced introduction and application of effective promotion methods that eased marketing of organization services in the target market. The study concluded that the effects of information technology have eased acquiring products information and conducting communications globally. Applications of effective promotion methods have been made better and this has contributed towards achievement of increased sales revenue, even though the company can do better. The study finally recommended that the company should incorporate updated and most effective information technology in all its departments especially marketing.

Keywords: Information Technology, Marketing, Communication, Effectiveness, Mobile Service Provider

INTRODUCTION

A few years back, all that the MSP in Kenya were relying on to make profits is calling rates. This tradition drastically changed with the wide scale use of internet being experienced across the world and also, with the advancement in mobile phone technologies. In fact, it can be well argued that the mobile service provision sector has been driven advancement by the mobile phone manufacturers themselves. Mobile phones keep getting better by the day hence the need for MSP to keep up with the pace by constantly upgrading their technologies. These advancements have also triggered new ideas of integrating IT with marketing to enhance the MSP services and performance.

Marketing strategies and improvement have been advancing. Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Marketing is a business section that focuses on the practical application of marketing techniques and the management of a company's marketing resources and activities. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand in a way that will achieve the company's objectives (Kotler 2000).

Information technology has been a key contributor to the major transformations on how companies market their products and services. When utilized appropriately, technology can affect how business processes are planned, implemented and evaluated. Technology can affect information processes and the information made available to decision makers, as well as the roles and responsibilities of organization personnel. Due to its potential impact, understanding the nature and use of information technology in solving problems is becoming increasingly important to professionals. (Hollander, Denna & Cherrington 1996, 46)

Statement of the problem

The use of information technology in marketing of communication services is a major problem experienced by most communication companies. Many organizations are still striving in integrating marketing functions with information technology and this has influenced most of the IT effects to hinder effective marketing of communication services. Bharti Airtel (K) Limited is one of the major communication companies that have not effectively incorporated information technology in all its marketing functions.

The use of information technology has led towards implementation of it in promotion methods, product development, distribution methods, pricing methods and realization of increased competition. The organization applies various promotion methods as a strategy to acquire a large market share in the country, Kenya. However these promotion methods act as

core obstacles since they do not facilitate attention of many customers. The use of IT does facilitate rapid development of organization products and this negatively affects marketing of communication services. Application of IT in distribution functions makes it difficult for many customers to easily access the company products in the market. The applied pricing methods leads to major marketing problems since most of the services are expensive beyond the affordability of many customers in the target market.

Other organizations in the communication sector have learnt and taken advantage of IT, competition problems have been generated and this has made the organization marketing efforts to be of no significance towards acquiring and retaining a big market share in the competitive market. Since no major study has been undertaken to address these problems, marketing managers lack knowledge and skills on how to effectively incorporate IT in marketing of communication services. This study bridges the knowledge gap by exploring the effects of IT on marketing of communication services with a specific reference to Bharti Airtel (K) Limited.

Objectives of the Study

The main objective of the study was to determine the effects of information technology on marketing of communication services in relation to Bharti Airtel (K) Ltd. However the specific objectives of the study were;

- i. To determine the effect of promotion on marketing of communication services
- ii. To establish the effect of using different IT tools in marketing

Significance of the study

The research study will be of great significance to the marketing management staff at Bharti Airtel (K) Limited. This is because the study report highlighted and explained the effects of IT on marketing of communication services, which will be of importance towards guiding the marketing staff on how to integrate marketing strategies with information technology and contribute towards realization of high sales turnover.

The study will be of significance to the strategic management and other senior organization management staff who are involved in formulation of key management decisions. The research study will also provide information and explain the problems that affect marketing of communication services. Board of Directors and management staff, of Bharti Airtel (K) Ltd, will thus be in position to make decisions pertaining the staff recruitment and the best appropriate strategies that should be implemented by the organization in order to effectively implement information technology in all marketing functions.

To other communication companies that operate in Kenya, the study is of significance to them since they also experience similar marketing problems. This will help the communication companies to clearly understand the prevailing challenges in the current marketing environment and guide them on how to design their services to distinguish them from those of other firms in the target market.

This study is of significance to project managers who coordinate the implementation of various information and communication technology (ICT) projects. By highlighting the effects of IT on marketing, project managers will be made aware of the nature of IT challenges and this will influence application of effective IT programs that influence delivery of quality communication services. The study will facilitate the project managers to adopt proactive measures that enhance effective implementation of information technology project in organizations.

Also, the study is of significance to students and future scholars since it acts as a source of knowledge about the problems facing the use of IT on marketing of communication services. This will contribute towards equipping many students with more knowledge and skills on the benefits associated with effective use of IT. Future study will find the study material useful in their studies since they will have a ready source of literature review. The study report will act as reference and stimulate interest among academicians and this will encourage further research about the problem and solutions, thereby facilitating effective application of information technology on marketing of communication services.

Scope of the Study

The nature of the organization was a major limitation since the organization is large and the study was not able to evaluate all the organization's activities. The respondents were selected from the organization offices, this affected the findings since many of the field staff do not always report at the organization offices where samples were obtained.

Sensitivity and confidentiality of the research study made many respondents reluctant and hesitant in answering the questionnaires, some of the respondents thought that the study findings were to be used as a competitive tool against the organization. However, the study gave a full disclosure of the study purpose, which was only intended for academic.

LITERATURE REVIEW

Marketing & Marketing Mix

Marketing can be defined as a process by which organizations, individuals and groups investigate the needs and wants of the customers, create products/services that satisfies them to the intended markets (Kotler 2000). Services marketing can be used to market a product or service and is based on relationship and value. A service unlike a product is intangible and this means that the service cannot be returned by the customer in case of dissatisfaction. Service Marketing mix adds 3 more ps such as, People, physical environment and process (Baron & Harris, 2003).

The role of advertising is to create demand for a product. It is also important to consider the cost of advertising so that it does not exceed the intended return. However the expense to be incurred varies based on the nature of the product. For example, new products need a larger advertising budget to help create awareness and to encourage consumers to try the product. A product that is highly differentiated may also need more advertising in order to gain competitive advantage, emphasizing on the difference.

Marketers should select carefully their market segments. Attractiveness of the market may be due to size, income level and competition available. The implication of selecting target segments is that the business will subsequently allocate more resources to acquire and retain customers in the target segments than it will for other, non-targeted customers. In some cases, the company may operate to the extreme of discouraging customers that are not in its target segment (Baron & Harris, 2003).

Marketing mix is a process where specific marketing elements are used to achieve an organization's or individual's objectives and satisfy the target market. This is achieved by using four tools such as Product, distribution, promotion and price. Besides the four Ps, services' marketing comprises more categories such as People, which means any person meeting customers. They are particularly important because, to the customers, their personal presentation creates either a positive or a negative impact to them. Because of this, they must be appropriately trained, well-motivated and the right type of person assigned the duties. Process involves the steps in providing a good or service and the behavior of people, which can be important to customer satisfaction. Physical evidence is important to be considered because unlike a product, a service is intangible. This, therefore, means that potential customers could perceive greater risk when deciding whether to use a service. To reduce the feeling of risk, thus improving the chance for success, it is often important to make the consumers visualise what a service would be (Baron & Harris, 2003)

Kotler (2006), discovered that the effectiveness of promotion in marketing of services is generally affected by four distinct elements, namely advertising, public relations, word of mouth and point of sale. It was realised that there is an outcome when promotion uses the four principle elements together, which is common in film promotion. Advertising involves any communication that is paid for, from television and cinema commercials, radio and Internet advertisements through print media and billboards. Public relations is where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word-of-mouth is any apparently informal communication about the product by ordinary individuals or satisfied customers.

Product refers to all the goods and services a company offers to the market. Also products may comprise physical products, services, information, places, organizations or ideas that can be offered for attention, acquisition or consumption that might satisfy a want or a need.

Products are classified in two categories; tangible and intangible products (Kotler 2001). The product is therefore more than a branded, packaged good offered for sale. Its definition has been widened to include services and benefits and the services that can be achieved from the product.(Kotler 2001). The use of information technology influenced introduction and application of effective pro-motion methods that eased marketing of organization services in the target market .With the advancement of technology there have been new channels of selling products, and this has also provided consumers with a good quality of the products, this is due to high rate of competition. The product information can be accessed easily.

Place or distribution involves delivering of products or services to the final user. The channel of distribution is very important to be considered depending on the size of the company and the nature of the product. It should also be estimated on whether to sell directly to the consumer or use intermediaries such as wholesalers and retailers. Cost is the most important factor to be considered when deciding on the distribution channel. Proper distribution planning which means a systematic distribution decision making process, is also important for effectiveness and cost reduction (Evans & Berman 1994)

Promotion is important because the customers are informed about the new products and their attributes before they develop positive attitudes toward them. For the goods and services in the market, promotion acts as a way to persuade and informing the end users so that they attain the product knowledge and hence like the product. A Satisfied customer will send word-of-mouth to

the others thereby increasing the demand of the product. A good promotion involves product, distribution and price components of marketing (Evans & Berman, 1994)

A business' total marketing communications programme is called the "promotional mix" and consists of a blend of advertising, personal selling, sales promotion, brand management, product placement and public relations tools. It has been established that many companies apply these promotion mix elements in order to increase sales revenue.

Price represents the value of a good or service for both the seller and the buyer. In order for it to be of importance there has to be a defined price planning which means a systematic decision-making relating to all aspects of pricing by a company involving both tangible and intangible factors, purchase terms, and the non-monetary exchange of goods and services. It is the only element in the marketing mix that produces revenue; the others produce costs.

According to Kotler (2001) technology is taking us back to an era of negotiated pricing. The internet, corporate networks, and wireless setups are linking people, machines, and companies around the globe connecting sellers and buyers than before. Websites such as compare.net and priceScan.com, www.OLX.com, allow buyers to compare products and prices quickly and easily. Price is one of the flexible elements and can be changed quickly.

Competition

The competitive environment often affects a company's marketing efforts and its success in attracting a target market. Thus, a company needs to analyze the structure of the industry in which it operates and to examine its competitors on the basis of these characteristics: Marketing strategies, domestic or foreign companies, company size, generic competition, and channel competition. In monopoly competitive structure, one company sells a good or service and has control over marketing while a limited number of large companies compete on non-price factors in an oligopoly competition structure. Monopolistic competition occurs when there are several companies in an industry, each trying to offer a unique marketing mix in order to increase its demand over the other. When many companies sell virtually identical goods or services, then the type of competition in place is pure competition.

After analyzing the competitive structure of the industry in which it operates, a company needs to know the marketing strategies used by competitors and what consumers perceive about their products. This will help the companies establish the exact needs of the market. However even though companies are striving to increase their market share, there are uncontrollable factors such as consumer characteristics, interpersonal influences on consumer

behaviour, consumer decision process, the competitive structure, government legislation and political environment, economy of the country and level of technology (Evans & Berman, 1994)

Information management

Refers to utilization of information collected from different sources to various managerial departments and specific functions within an organization. Organizations emphasize different processes depending on their strategies and objectives. There are four major cycles of information management, which includes capturing, organizing, refining and transfer (Palmer 2005).

Internet as a marketing tool

Traditional marketing methods such as trade-shows, where exhibition of products, advertisements in industry magazines, e-mail and paper catalogues and also sales-people who conduct field survey to existing and potential buyers are diminishing because of considerations of time and costs saving. Modern marketing methods are saving many companies in these problems because they tend to be effective, feasible or economical. Organizations are using a variety of online methods to reach business customers. The major methods such as online directory services, use of matching services to find business partners, use of the marketing and advertising services of exchanges, co-branding or alliances, affiliate programs, online marketing services and use of e-communities are widely used by companies (Turban et al 2004). There is substantial use of IT at all levels of organizations and especially the high management level. There is a clear understanding of the significance of IT and of the ways through which it can be utilised.

E-Marketing

Advancement of information and technology has greatly affected business operations and especially marketing. E-marketing is the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders (Strauss, El-Ansary & Frost, 2006).

According to the Gartner Group, E-business is, “the continuous optimization of a company’s business activities through digital technology. Digital technologies are appliances such as computers and the internet, which allow the storage and transmission of data in digital formats” (Strauss et al. 2006).

A successful achievement of E-marketing for any business is creation of a clearly defined strategic process that links the objectives of E-marketing through marketing communication and clearly defined modules intended to achieve these objectives.

Marketing communication

Marketing communication are the means by which companies attempt to inform, persuade, and remind consumers directly or indirectly about their products, services and brands they sell. The consumers are able to know how and why a product is used, by what kind of a person, where and when to use them. The brand and company image can be enhanced if effective marketing communication is practised. Marketing mix comprises personal selling, sales promotion, advertising, trade fairs, direct marketing, sponsorship, packaging, brands, E-marketing and merchandising (Kotler 2006).

Communication process

Information is translated (encoded) by the sender into a message in a form of symbols representing an idea or a concept and conveyed through certain channels to the receiver through this process. The receiver interprets (decodes) the message and sends the response. Encoding exists in forms such as languages, words or gestures that are all used to interpret information or ideas to messages that recipients can understand. One should consider the message intended to be delivered and the receiver implying the knowledge, culture, skills the receiver has. Feedback is important because it is from this that the sender will know the measures to take in relation to the message. It is achieved in a written or spoken form. Lack of response is also a response because it might give an impression to the sender that the receiver misinterpreted the information and hence the former should evaluate the information.

Effects of IT on Business Processes

New information technology (IT) systems contribute a range of associated changes. These may be changes to the business process and procedures, new roles and responsibilities, organizational restructuring, new equipment or facilities, or new skills to learn. All these issues involve people, and it is they who are within any organization that are the contributors to success of any IT implementation. The failure of new IT systems in an organization is due to lack of training and communication or failure to achieve support and commitment from the key users. These problems can be avoided by planning of information technology program throughout the life of the new IT system, (Wheelen & Hunger 2004). With information technology, there is increased decision-making effectiveness.

Decision making can be supported by providing better information, improving the decision process or automating the decision process altogether. Growth is realised in the use of technology to support all levels and aspects of decision-making. This trend will continue to eliminate the boundary of what is possible and justifiable (Hollander et al 1996).

Information technology is a change that contributes threats to individuals and organizational security, status and lifestyles. It is the responsibility of organizations to adopt or modify technology within an organization. Although organizations' cultures and business strategies shape the use of IT in organizations, more often the influence is stronger on information technology's effect on them. IT significantly affects strategic options and creates opportunities and issues that managers need to address in many aspects of their business (Skyrme 2009).

The importance of technology and innovation must be emphasized by people at the higher management level and reinforced by people throughout the corporation. If the managers in a higher hierarchy and members of the board are not interested, the managers below tend to show their lack of interest. The management of an organization has the responsibility to encourage new product development and ensure that technology is being utilised effectively with the consumer considered.

RESEARCH METHODOLOGY

Research design

Descriptive research design was used in the study. It is applied to obtain information concerning a circumstance with respect to variables or conditions in a situation. It involves a field survey where a study involves a population of interest to inquire certain issues concerning the planned study. The objective is to gather data without any manipulation of the research context and it is non-intrusive and involves naturally occurring phenomena, where the study has no control over the variables (Saunders, 1997).

Target population

The target population was the staff working at Bharti Airtel (K) Ltd headquarters offices situated in Nairobi and the company's customers. The study focus was the staff involved in execution of various marketing and IT functions. The study's objective was to involve 100 marketing staff and 100 IT staffs. Two hundred customers were anticipated by the study.

Sampling design

Probability sampling design was applied and this gave every member of the population an opportunity of being included in the final sample. A sample of 200 was hence selected for the study using stratified random sampling procedures. The respondents were obtained from various subgroups using a probability of a half (0.5) implying that either they would respond or not (Saunders 1997).

Data collection

Data collection technique involved the use of interviews, structured and unstructured questionnaires, and participant observation. The main data collection method used was open-ended questionnaires and closed-ended questionnaires. Collection of secondary data was achieved through desk research, which was from internal or external sources. The external sources included journals, reports and books.

ANALYSIS AND RESULTS

This research presents the findings of the study, analysis of data and presentations of major findings. For the purpose of demonstrating the relationship among the various variables, the data is presented in the form of tables, percentages and graphs where applicable.

Response Rate

The response rate is a comparison between planned and actual response. 215 questionnaires were issued and 200 responses were received back therefore, an admirable response rate of 92.5% was achieved with adequate data for analysis being collected. This is represented in table 1 below.

Table 1 Response Rate

	Planned Sample	Actual Response	Response Rate	Total Planned Sample	Aggregate Response	Non Response
Marketers	Response	60	90%	40	22.5%	
	Non Response	0	10%		N/A	2.5%
IT technicians	Response	55	84%		21%	N/A
	Non Response	0	16%		N/A	4%
Customers	Response	100	98%		49%	N/A
	Non Response	2	2%		N/A	1%
Aggregate total response					92.5%	7.5%

Age of Respondents

The study sought to find out the age of all respondents because the subsequent factors of advertising are largely dependent on the respondents. As we all know, information technology is well embraced by young people as compared to the old generation. Respondents working in different departments at Bharti Airtel were clustered into two main categories of strategic and junior managers. From the findings, most strategic managers range between the age of 31-40 represented by 12.5% of the overall respondents. Majority of the junior managers lie between the age of 21-30 years. This demographic trend spreading through the organization would indicate the profile of corporate strategy decision makers and implementers. Thus the older persons would exercise their experience in management and specifically on strategy implementation while the younger ones would derive mentorship from the older group. Most of the customers who responded are of the age 21-30 years. Table 2 represents these findings.

Table 2 Respondents Ages

Age of Respondents	Strategic Managers		Junior Managers		Customers	
	Frequency	%	Frequency	%	Frequency	%
21-30 Years	12	6%	31	15.5%	54	27%
31-40 Years	25	12.5%	27	13.5%	39	19.5%
Above 40 Years	5	2.5%	0	0%	7	3.5%
Total	42		58		100	

Respondents Distribution

This study being two sided in terms of integrating IT with marketing, it is imperative that the opinion of key departments is taken into account in order to get relevant data. Apart from strategic managers and customers, a total of 58 respondents from the marketing and IT departments were targeted. They are ranked as junior managers in the above table. The following table shows how the response was distributed among the target population.

Table 3 Respondents Distribution

Managers	Marketers	IT Technicians	Customers	Total
42	30	18	100	200

Managers play an important role in decision making as pertains to the marketing strategies to be used. They partly rely on the feedback from the marketers as marketers have a first-hand feedback from the customers. In this study, the IT technicians come in as intermediaries who

facilitate the platform for electronic marketing to be a reality. Therefore, customers who are the majority of respondents form 100 response, followed by managers then marketers and lastly IT technicians.

Effect of e-advertising on Marketing of Communication Services

Some of the commonly used electronic advertising methods, and the effectiveness they have on the company's marketing, were considered. Table 4 below shows these findings according to response from the various respondents.

Table 4 E-advertising effects on Marketing

Promotion	Managers		Marketers		IT Technicians		Customers	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Banner Ads	40	2	30	10	18	0	56	44
Call Centers	39	3	21	19	13	5	75	25
Road shows	29	13	38	2	11	7	38	62
SMS	42	0	38	2	16	2	79	21
Media	42	0	39	1	13	2	87	13
Average	38.4	3.6	33.2	6.8	13.33	3.2	73.667	32.4

From the above table, each electronic advertising factor is analysed independently;

Banner Advertisements

Banner Ads are a small rectangular object on a web page that displays a stationary or moving graphic and includes a hyperlink to the web advertiser's website. Majority of the managers (95%) agreed that banner ads are an effective way of marketing the company's products. Their argument was that banner ads are a cheap and very effective at the same time. 75% of the marketers support the use of banner ads while the remaining 25% argued out that banner ads are not well noticed. The entire IT technicians respondents supported the use of banner ads in advertising. This being their field, the response is well understandable. 56 % of customers agreed that banner ads play a role in electronic marketing. The other 44% respondents argued that they hardly take notice of banner ads.

Call Centre

A *call centre* or *call center* is a centralised office used for the purpose of receiving or transmitting a large volume of requests by telephone. Bharti Airtel K Ltd uses inbound call centre mainly for handling customers requests and complains while outbound call centers are used for telemarketing. In Kenya, Bharti Airtel is perhaps the most aggressive

telecommunications company in marketing its products, including call back tunes, using outbound calling. 93% of the managers support call centre with 7% differing. The managers also widely use the call centers as data collection tool for the company in order to measure the company's performance. 53% marketers supported call centre while the rest were of the opinion that telemarketing does not have a great impact on a customer as compared to a one on one marketing. 72% IT technicians agreed that call centers played a big role in marketing the company while 75% customers agreed.

Road Shows

In Kenya, road shows are live performances, which are carried out in various ways, with an aim of selling and marketing. The most common way which has taken a toll since 2010 is touring various locations with an open truck filled with loud music and marketers. This way, a large audience in different locations is reached. According to the study, 29 out of 42 managers support the use of road shows as an effective tool for marketing. The largest support in this category is from marketers who support it with a 95% level. 7 out of 18 IT technicians are of the opinion that road shows do not have a lot of weight when it comes to effective marketing. This is perhaps because road shows is not their field. 62 out of 38 customers were of the opinion that road shows are not effective marketing tools. Asked why, the customers were of the opinion that road shows are normally loud and widely used by politicians in their campaigns therefore considered a nuisance.

Short Message Texts (SMS)

Mobile service providers normally send SMSs to their customers informing them of new and continuing services offered. Bharti Airtel uses this tool a lot. It is less costly for the company to market using their own platform and the message is delivered to a wide variety of customers.

This study confirms the above statements because 100 % of the managers at Bharti Airtel support use of SMS as a marketing tool. 95% of the marketers also support the same use while 16 out of 18 IT technicians support this platform. The customers seem to slightly differ in support of SMS use because only 79% find SMS marketing effective. The remaining 29% were of the opinions that the items marketed on SMS are irrelevant to them and that SMSs are a nuisance to them because of the repetitive times they are sent and some are illiterate.

Media

The use of media has always been one of the most powerful means of electronic marketing. In Kenya, TV, Radio and Newspapers are the most commonly used types of media.

From the response, 100% of the managers support that use of media saying that it has shown good results from the past. The same sentiments are echoed by marketers who agreed at a 98% level. 16 out of 18 IT technicians supported the idea of marketing through the media and 87% customers support that media marketing plays a big role in marketing.

Summary

Table 6 Summarized response from the Sample

	Managers		Marketers		IT Technicians		Customers		Average
Agree	38.4	91%	33.2	83%	13	72%	73.6	73.6%	78%
Disagree	3.6	9%	6.8	17%	3.4	18%	32.4	32.4%	32%

The Table above shows a summarized response from the different sampled population. With a 78% level agreement, it is clear that information technology plays a huge role in marketing. Good news is that the managers and customers of Bharti Airtel greatly support electronic marketing by 91% and 78% respectively. The marketing team together with IT technicians supported this form of marketing by 83% and 72% respectively. This is a lot of support, not just from a team, but also from customers. Therefore, IT definitely plays a key role in marketing the company.

RECOMMENDATIONS

There are other forms of electronic marketing eg web directories, site sponsorship, email marketing which also have not been taken into account in this study due to their uncommon nature in Kenya. None-the-less, they still employ the use of IT in marketing and therefore should be surveyed on.

Recently, the telecommunication services provider Bharti Airtel and Kenya Airways have opened a new innovative chapter in the telecoms industry in Africa with the announcement that Airtel will host Kenya Airways as a Mobile Virtual Network Operator, (MVNO) on its Kenyan network. This noble move will definitely see the number of Bharti Airtel customer base go up therefore prompting the need to use information technology more in terms of marketing. This calls for a field of further study.

The study finally recommends that the company should incorporate updated and most effective information technology in all its departments especially marketing.

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