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Azercell is a marketing service provider research object**

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Аннотация

Рынок маркетинговых услуг - создание, охват, оценка товаров, услуг и идей для обеспечения обмена в контексте меняющихся факторов окружающей среды, которые имеют отношение к целям людей и организаций, подготовка политики разногласий, планирование и реализация программы стимулирования. Маркетинг - это вид человеческой деятельности, который обусловлен необходимостью обмена потребностями и потребностями.

Ключевые слова: сервис, технология, маркетинг

Abstract

Marketing services market - creating, covering, evaluating goods, services and ideas to ensure exchange within the context of changing environmental factors that are relevant to the goals of people and organizations, preparing a divisive policy, planning and implementing a stimulus program. In short, marketing is the type of human activity that is driven by the need for exchange of needs and needs.

Keywords : service, technology, marketing

Azercell has gained a special place in the market of marketing services and strengthened itself in this market. The success of this company is the right strategy and thoughtful marketing planning. One of the main principles of this company is to focus customer interests and maximize their needs .

Azercell Telecom LLC - Azerbaijan mobile communication company providing GSM, UMTS and LTE technologies. Azercell Telecom, the market share and the number of subscribers by 4.5 million in the first founders of Azerbaijan's leading mobile operatorudurSirkətin "Turkey Tursell Communication Services Inc. " and the Ministry of Communications of the Republic of Azerbaijan. Azercell Telecom JV was established in January 1996 and started its commercial operation on December 15 of the same year as the first GSM operator in Azerbaijan. In 1998, Azercell became one of the first companies in the world to introduce a pre-paid payment system (SimSim).

As of 2008, Azercell Telecom LLC has been called.

Azercell has been a member of Telia Group international companies. Telia Company was one of the telecommunications holdings in the field of mobile communications in Eurasia. Azercell has been the investor of Azertel Telecommunication and Consumer Foreign Trade Company since 2008 . Azercell Telecom Limited Liability Company, owned by the Azerbaijani state, and Fintur Holdins BV, established under the Netherlands legislation, are the only founder of Azercell Telecom Limited Liability Company, Azercell Telecom, on March 5, 2018, A 51.3% stake in Yatırım Dış Ticaret A.Ş ("Azterel") has been signed.

At present, Azercell covers 99.8% of the country's population and 80% of the country's territory (20% of the occupied territories are out of reach).

During its activity, Azercell covers 99.7% of the population and 80% of the country's territory (with the exit of occupied territories). Starting from 2000, all Baku Metro stations are part of the Azercell network. It also includes apartments between stations. (3)

Azercell has been recognized as the largest taxpayer in the non-oil sector over the years. The company also contributes over \$ 1 billion in taxes to the state budget. The largest investor in the non-oil sector, Azercell has invested over \$ 1 billion in Azerbaijan's telecommunications sector over these years. From the very beginning of its operation, the company has justified its subscribers with only the best quality and best products. As a result

of Azercell's effort, subscribers have always been on the pulse of the telecommunications industry and have been aware of the latest technologies. Azercell, which brings GSM world to Azerbaijan for the first time, has created an unattended linear system (SIM-SIM), GPRS, EDGE, Continuous Phone-Information Center, Simurq and full-service Azercell Express offices.

Today, Azercell continues to provide its customers with high quality service in Baku and Ganja with its Telephone Centers, 4 in Baku and 6 Customer Service Centers in the regions, 16 in Baku and 22 Azercell Express offices in the regions. As a member of the TeliaSonera family, 3G and 4G experiments have been carried out in Azerbaijan for the first time by Azercell. For the first time in our country, the roaming service company has not yet become a country in the world so that it does not have a roaming connection with it. Moreover, Azercell has always been distinguished by its reliable and quality network. So far, about 2400 radio base stations of Azercell in the country provide such quality communication in the most remote areas of the country. It should be noted that the first stations in the frontline, the Caspian Sea and Nakhchivan were installed by Azercell. It should be noted that the first mobile communication in Nakhchivan was possible thanks to Azercell. (4)

Azercell has been leading the telecom market for 23 years. The company introducing Corporate Social Responsibility in Azerbaijan has spent more than \$ 20 million over the last 23 years to implement social projects in education, health, sports, culture, youth and children's development. These projects include the National Book Contest, the Press Day events, the New Year celebrations for orphans, their free dental and eye examinations throughout the year, and other programs with the 10's. Azercell, uninterruptedly investing in the future of Azerbaijan, has also enabled talented young people to realize their potential. From the Barama project to the Student Scholarship Program, many projects allow students to apply their knowledge.

Azercell attaches great importance to the use of green technologies by trying to balance its responsibility to the community with its environmental responsibility. Installation of wind and solar power station in Shahdag, one of the highest peaks in Azerbaijan, is a clear example of this. The Environmental and Socio-Economic Impact Assessment report on the network's activities was presented to the public on January 27, 2006. The research has once again confirmed that the company's GSM network facilities are technically based on the most advanced technology, fully secure, compliant with all environmental standards, and economically advantageous. It should be noted that Azercell is the only company in the communications industry. This part of the action would be called the Carbon Calculator project, which was launched a few months ago. With the help of this project, everyone can learn how much carbon dioxide is emitted to the atmosphere and how it is possible to minimize it as a result of its various activities with the special calculation method presented by the company.

The development of the non-oil sector is very important for each state. During the independence of Azerbaijan, our state has built a very successful policy of utilizing carbohydrates, energy resources, and has been very successful in achieving economic growth. But no country in the world can build a long-term economic policy, relying on single energy resources. That is why our state has taken the right steps in the development of the non-oil sector in time and has been able to provide significant support to the development of this sector. In this regard, the development of the ICT sector is of particular importance. This period is now a period of information-communication technologies. Our state attaches great importance to the development of the ICT sector by taking a very good position in this area. In 2013, by the decree of President Ilham Aliyev, 2013 was declared the "Year of ICT". In addition, the National Strategy for the development of information society in the Republic of Armenia for 2014-2020 was approved by an order signed by Mr. President in April 2014. This is an indication of our country's importance to the development of the ICT sector. I think as a person working in the ICT sector, this sector will grow at a rapid

pace. Indeed, today is an integral part of society and human life, and for a long time it will remain. People will now be comfortable with adopting and using new and latest OCT models.

Table

Development indicators of Azercell: (1)

2011	2012	2013	2014	2015
3G license obtaining and commissioning; Contour to manat calculation transition;	Azercell Eurovision Song Contest 2012 On May 24, 2012 Azercell Telecom LLC 4G service is already in use was given	The number of Azercell official Facebook users has exceeded 344,000 A general credit card for all Azercell subscribers has been launched	Azercell telecom, which represents our country at the highest level in the international arena, is interested in innovations in the field of telecommunications won the prestigious Stevie International Business Award for 3 nominations	August 27 2015 Azercell won the title of "Company of the Year", the mobile operator is the former Stevi International Business To his prize was awarded.

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