

Zim: Mobile market share battle intensifies

By [Dumisani Ndlela](#)

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A market-share battle is intensifying in Zimbabwe, where two previously-underdog mobile network operators are taking on leader, Econet Wireless Zimbabwe.

Telecel Zimbabwe, for too long the smallest operator, is taking a jab at Econet, promising clients that it was now moving “forward with confidence and renewed hope for the future” in an advert titled “Do you remember?” Telecel, contrasts itself in the ad with Econet, which suspended roaming and switched contract customers to the prepaid platform at the height of Zimbabwe's economic crisis.

NetOne, the state-owned operator, is showing off as “the country's number one”, and “making a splash with prices that are diving even lower for you”. It says its tariffs make it “the most economical network for our contract and (pre-paid) customers”.

But Econet, whose subscriber base has crossed a million and is looking at a massive rump up that could see it at two million, is celebrating by thanking its customers “a million times” with a multi-million dollar competition for subscribers.

With brand awareness that didn't subside with the economic crisis, it will take significant resources for Telecel and NetOne to topple Econet as the market leader.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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