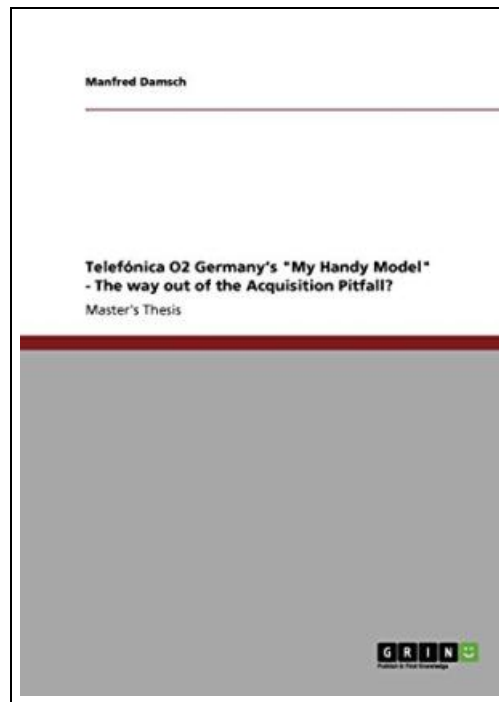


Telefonica O2 Germanys My Handy Model - The Way Out of the Acquisition Pitfall



Filesize: 7.11 MB

Reviews

Completely essential go through pdf. It really is simplistic but excitement within the fifty percent in the ebook. Your lifestyle period will be change when you full reading this pdf.
(Shaun Bernier II)

TELEFONICA O2 GERMANY'S MY HANDY MODEL - THE WAY OUT OF THE ACQUISITION PITFALL

[DOWNLOAD](#)

GRIN Verlag. Paperback. Condition: New. 88 pages. Dimensions: 8.1in. x 5.8in. x 0.3in. Masters Thesis from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, University of applied sciences, Munich, language: English, abstract: From the beginning of the German Digital Mobile Telecommunication Market in the early 1990s until today, competition between the 2 to 4 main Mobile Network Operators (MNO) was and is driven by gaining customers without any limitation of acquisition costs per customer. The so-called SAC (Subscriber Acquisition Costs) reached unforeseen heights over time and has become an indispensable incentive measure for sales and consumer. The outstanding, extraordinary service to initiate and receive phone calls at every time and every place, became more and more attractive and affordable to almost everybody who was willing to pay for this new kind of civilian freedom. In a consequence of the unregulated mobile telecommunication service market at that time, service charges were solely determined by competition between rare touting providers in a strong and seemingly endless expanding market. The customer acquisition model, in which mobile phones with a market value of more than 200 Euro are offered for a symbolic price of 1 Euro, paid and partly still pays off for MNO and Service Provider. The payback period for SAC payments was limited to 3-9 month after contract formation, while the contract continues to run for further 15-21 month with guaranteed monthly minimum turnover. With the foundation of the Regulierungsbehörde für Telekommunikation und Post (RegTP) in 1998 and rising competition in an increasingly saturated market, the service charges achievable per month and customer have decreased year by year. Even today in an already oversaturated German Telecommunication Market, the minimum of average revenue to be generated per contract still has not been...



[Read Telefonica O2 Germanys My Handy Model - The Way Out of the Acquisition Pitfall Online](#)
[Download PDF Telefonica O2 Germanys My Handy Model - The Way Out of the Acquisition Pitfall](#)

Relevant PDFs



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download Document »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download Document »](#)



Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

[Download Document »](#)



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Download Document »](#)



Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.You have the power, Dad, to influence and educate your child. You can...

[Download Document »](#)