

Market Entry Strategy & Offerings Evaluation for a leading Malaysian Telecom Operator

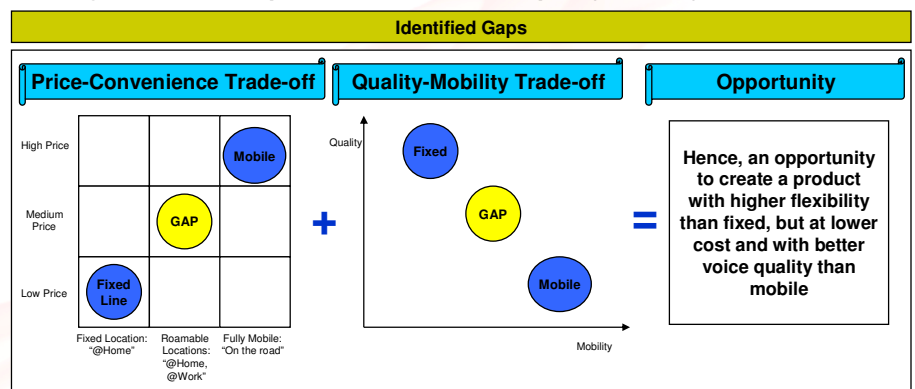
• Situation & Challenges

The client had rolled out a new CDMA telecom network, but was losing money on each new subscriber signed up due to lack of new compelling services. They wanted to evaluate their current and potential new offerings, and needed a comprehensive market entry strategy to take these offerings to the market.

• Our Approach

We began by mapping the results of a market research with client’s existing offerings to identify gaps which could be addressed through the launch of a new line of mobility services. The new line of services recommended by us included Limited Mobility Voice, Wireless ISP and Mobile Data services.

There was an opportunity for a voice product which fulfilled gaps in the existing market on the price-convenience and quality-mobility axes.



Having identified the needed services, we built ‘value propositions’ around each to target identified underserved segments. We also aligned some of these segments with the existing appropriate services to minimize cannibalization.

• Results

Our recommendations were implemented by the Operator with plans to launch in additional countries subsequently. Commercial launch of services led to sizable customer acquisitions, sizeable net usage transfer, attractive ARPU & early positive cash flow.