AM 3038 / AM 3084/ FM 3036

Continuous Assessment 01

TelZee promotions

TelZee, a telecommunication company, has a data-set of 83 selected customers and their data usage in the last month. After completing a market research, TelZee management has decided to introduce a promotional scheme to those customers by giving four types of data packages; namely, DrowZee, FanZee, BusZee and PisZee. DrowZee is specially designed for educational purposes and it gives one extra (upon exceeding last month's usage) GB for Zoom. Similarly, FanZee is a recreational package that gives one extra GB for social media and NetFlix. BusZee is a data package for persons who stay up late and more awake at night, that gives one extra GB of night-time data. Finally, the package PisZee gives one extra GB for social media only.

TelZee expects these customers to use the relevant promotions and to use the extra data in this month. A cost analysis has already been done by TelZee. Accordingly, a promotional 1 GB costs Rs.150.00 to the company, and they are ready to capitalize a total amount of Rs. 8000.00 for giving all promotions. On the other hand, TelZee makes a revenue of Rs.250.00 from each GB a customer uses. Further, TelZee expects not to give more than one promotion to any customer.

What is the best way for the TelZee to give the four promotions to these customers?