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| Good Counsel College |
| Consumer Financial Decisions |
| Buying a mobile phone plan |
|  |
|  |
| |  |  | | --- | --- | | Name: | James Macgillivray | | Subject: | Business | | Teacher: | SNGT | | Due Date: | 16/08/2022 | | Word Limit: | 400-600 | |

**1.0** **purpose**

Explain briefly about the factors influencing consumer choice and explain short term and long term consequences.

Outline the purpose of the report – This report will (go through what it will discuss)

**2.0 factors to consider when purchasing a mobile phone plan**

In paragraphs:

* Identify Sophie’s needs and wants, and from these determine criteria to consider for purchasing mobile phone plan (Appendix A)
* Describe the differences between a mobile phone plan and prepaid option

**3.0 mobile phone options**

In a paragraph:

* Analyse the data and information gathered from online sources for one prepaid and one plan option (Appendix B)

**4.0 evaluation of mobile phone plan options**

In paragraphs:

* Use cost-benefit analysis to evaluate the alternative options

**5.0 recommendation of proposed course of action**

In paragraphs:

* Recommend the mobile phone plan option which best suits Sophie’s wants and needs
* Explain the factors which influenced this consumer decision
* Discuss the costs and benefits of your proposed option against the criteria referring to specific evidence
* Explain why the other option was less suitable
* Predict the short- and long-term consequences if Sophie were to purchase the mobile phone plan which was less suitable

**Reference list**

**Appendicies**

Appendix A Needs and Wants of Sophie

|  |  |
| --- | --- |
| Needs | Wants |
| Enough data for social media | Lowest price for suitable plan |
| For that plan to be below $50 per month | To use messenger within Facebook |
| Must have appropriate coverage | A plan to communicate with friends who use different carriers |
|  | Flexible phone plan – not locked into optimal |
|  | To not experience bill shock – extra charges |

Appendix B Mobile Phone Plan Alternatives

|  |  |  |
| --- | --- | --- |
| Name of Carrier/Plan | Plan - Telstra | Prepaid Option – Telstra |
| Price | $58/mo | $40/mo |
| Included Calls and texts | Unlimited Australia, 30 min overseas | Unlimited Australia, International 500-10 mins depending on country (USA, 500min) |
| Included Data | 40Gb | 20Gb, 40 four first 3 months |
| Bonus Options | Telstra Plus | Continuous data rollover |
| Critical Summary Information | Over Budget |  |

|  |  |  |
| --- | --- | --- |
| Name of Carrier/Plan | Plan - Boost | Prepaid Option - Boost |
| Price |  | $40/mo |
| Included Calls and texts | Unlimited Australia, International unlimited-300mins depending on country (USA, unlimited) |
| Included Data | 30Gb |
| Bonus Options | Continuous Data rollover |
| Critical Summary Information |  |

|  |  |  |
| --- | --- | --- |
| Name of Carrier/Plan | Plan – Kogan Mobile | Prepaid Option – Kogan Mobile |
| Price |  | $25/mo, $20/mo for first 6 months |
| Included Calls and texts | Unlimited Australia |
| Included Data | 45Gb |
| Bonus Options | Continuous Data rollover |
| Critical Summary Information |  |