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Title of case: Virgin Mobile USA: Pricing for the Very First Time. Key person and his / her position in the organization: Dan Schulman, CEO of Virgin Mobile USA. Key issue or decision that must be made: The key issue for Virgin Mobile USA is to select a pricing strategy that will both attract and retrain subscribers.

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Virgin Mobile USA: Pricing for the Very First Time Harvard Case Solution & Analysis. The key is pricing. Shulman is currently discussing three options for the price: 1) adoption of the pricing structure, which is approximately equivalent to the major carriers, 2) take a similar pricing structure, but with the actual prices below the major carriers,...

Virgin Mobile USA: Pricing for the Very First Time Case ...

Virgin mobile USA pricing first time case analysis. 8. BUSINESS MODEL • MVNO – was successful in UK not in Singapore • Ad budget – Approx \$ 60 million • Lower commissions - \$ 30 per phone as against industry average of \$ 100 • Different channel strategy where youth shop 9. PRICING STRATEGY:...

Virgin mobile USA pricing first time case analysis

Virgin Mobile USA: Pricing for the Very First Time. The key is pricing. Schulman is currently debating three pricing options: 1) adopting a pricing structure that is roughly equivalent to the major carriers, 2) adopting a similar pricing structure, but with actual prices below the major carriers, or 3) coming up with a radically different pricing...

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Virgin Mobile Case Analysis ...Virgin Mobile USA: Pricing for the Very First Time - CASE STUDY Kiran Chimmiri Virgin is a U.K-based company led by Sir Richard Branson and is one of the three most recognized brands in Britain.

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The key issue for Virgin Mobile USA is to select a pricing strategy that will both attract and retrain subscribers. Basic facts of the case: Virgin is a U.K-based company led by Sir Richard Branson and is one of the three most recognized brands in Britain.

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