

Prestige Telephone Company Case Study Solution

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Prestige Telephone Company Case Study

Case Summary. Prestige Data Services is a subsidiary of Prestige Telephone Company, designed to perform data processing for the telephone company and also to sell computer services to other companies and organizations.

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Prestige Telephone Company – Case Study In April 2003, Daniel Rowe, president of Prestige Telephone Company, was preparing for a meeting with Susan Bradley, Manager of Prestige Data Services, a company subsidiary.

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In the case, it has been asked that as the controller of Prestige Telephone Company, analyze the 1997 first-quarter operating results for Prestige Data Services (a fully-owned subsidiary) and possible alternative courses of action to improve performance of Prestige Data in the future. Main Issues in the Case Study

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! Prestige Data Services performed data processing for the telephone company and sold computer services to other companies and organizations. ! Daniel Rowe, President of Prestige Telephone believed that a profitable subsidiary would reduce pressure for telephone rate increases.

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An independent regulated telephone company has established a computer services subsidiary that seems to remain unprofitable. Managers must determine whether it is profitable or not and consider changes in pricing or promotion that might improve profitability. A rewritten version of an earlier case.

Prestige Telephone Company - Case - Harvard Business School

Prestige Telephone Company – Case Study In April 2003, Daniel Rowe, president of Prestige Telephone Company, was preparing for a meeting with Susan Bradley, Manager of Prestige Data

Services, a company subsidiary. Partial deregulation and an agreement with the state Public Service Commission had permitted Prestige Telephone to establish a ...

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Daniel Rowe, president of Prestige Telephone Company (PTC), is deciding whether or not to keep the Prestige Data Services (PDS) subsidiary because it appears that they are not profitable. PDS was created to provide data processing services to PTC and outside companies.

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c. An increase in promotion that would increase commercial sales by 30% would increase sales to 179 hours per month. At \$800 per hour, the total contribution would be: 179 hours x (\$800 - \$71.5) = \$130402 An amount up to the difference between this new contribution and the

Prestige Telephone Company by Abhijeet Panda on Prezi

Access to case studies expires six months after purchase date. Publication Date: May 22, 1997 An independent regulated telephone company has established a computer services subsidiary that seems ...

Prestige Telephone Co. - Harvard Business Review

Individual Case Study – Prestige Telephone Prestige Telephone Company has established a computer services subsidiary, Prestige Data Services which specialize in offer data processing for telephone companies including its parent company and sell computer service to other organization.

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Prestige Telephone Company Top management of Prestige Telephone Company, is considering alternative courses of action which might be taken to improve the performance of a new subsidiary, Prestige Data Services. It was originally conceived as a mechanism by which high and nonregulated returns could be used to augment the profits of Prestige Telephone Company, while at the same time providing ...

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Space costs were all paid to Prestige Telephone. Prestige Data Services rented the ground floor of a central exchange building owned by the company for \$8,000 per month. In addition, a charge for custodial service based on the estimated annual cost per square foot was paid by Data Services, as Telephone personnel provided these services.

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prestige telephone compny 1080 Words | 5 Pages. Accounting for Decision Making (GSM5301) Case Study Report 6 Prestige Telephone Company GROUP 4 : LECTURER : Dr. Ahmed Razman HAND IN DATE : 26 March 2014 1.0 INTRODUCTION 2.0 Prestige Data Services is a subsidiary of Prestige Telephone Company, designed to perform data processing for the telephone company and selling computer services to other ...

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