

Mobile Phone Markets For Youth Segments

Client Background

An internationally recognized telecommunications company wants to understand the mobile market for youths (defined as 13-30 year olds) in a Central European country. The client already has several successful global operations and is recognized as a strong innovator and leader in the markets it participates in. Of particular interest to the client is the overall market structure in the specific country (e.g. market overview and segments, main players and brands, financial and operating statistics), overall marketing mix (e.g. sales and distribution channels, market communication for the main brands, handset offerings/subsidies, price plans), and the overall cost structure (e.g. MVNO, VNO interconnect pricing, network rental costs).

10EQS Approach

10EQS activates shortly after receiving the client request and provides a proposal containing the engagement structure, cost, and delivery timeline. 10EQS identifies an Engagement Manager (EM) with substantial, relevant telecom experience. The client approves the proposed project scope and budget, and work commences immediately.

Key Engagement Stats

Project Type: Market overview

Delivery: 8 days

Delivery Team: 1 EM, 10 mostly local Experts with experience in telecommunications and marketing



Summary of Results

Within a short time frame, 10EQS delivers a focused study which contains:

- An overview of the mobile market for the country in question and a deep dive into the youth segment
- A detailed description of the marketing mix employed by the largest players in the youth segment
- A description of the main operating models in the youth segment and potential costs associated

How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at clients@10EQS.com