1.       Can one customer has more than one phone number (sim card)? - J

2.       Can one phone have 2 sims card (2 numbers)? How do we show the relationship in model?

3.       if our model contains family plan, can a customer enrolled with more than one family plan with each unique phone number?

4.       Does cellular company sell phone, sim card, or both?

5.       Does the company provide services? Or manufacture phones basically? Any others services/products should we cover? Add television/radio services rather than only phone services?

6.       what services should the company offer?

7.       Can the customer do the part-return for their purchase?

8.       Should we consider to include the hardware like signal towers for providing service? And how should we include it?

9.       Is that better to add the time flag for return? (late return/ late shipping flag)

10.   What should be the roles of employee? (selling/customer support/service quotes/payment)

11.   What is a good way to track contracts of services?

12.   How do we update the bill for customer, when customer over-used his data/usage?

13.   How do we track the data/calling-time used?

14.   How do we include marketing/advertising stuff in our model?

15.   How do get to know the customer satisfaction based on specific product/service? How should include it in our model?

16.   Can employee be as customer at same time? if we do, how do we reflect it in model?

17.   How should we think about our inventory? Does it locate at stores? And should we consider warehouse for inventory?

18.   Can we manufacture our own products or/and we just get it from suppliers?  Consider both?

19.    How do we get and store customer’s location data? What kind of date type should it be?

20.   How do we keep in track of customer location and location history? What should we do with the area code (of phone number) based on location?