1. (Q1) Business Model Canvas analysis
1.1. BMC

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segment
Call Centers, Retail	IT, Marketing, Sales	The possibility to a user have multiple SIM cards	Automated and manual services	Population in general
	Key Resources		**Channels**	
	Technology Infrastructures		Call centers, Retail (in-person), Celcom dealers (in-person)	

Cost Structure	Revenue Streams
IT infrastructures, Operation Costs, Salaries	User's subscriptions to use the SIM card

1.2. Concepts

Term	Definition
Call center	An office in which large numbers of telephone calls are handled, especially one providing the customer services functions of a large organization.
Celcom dealers	Stores designated do sell Celcom services
IT infrastrictires	IT infrastructure refers to the composite hardware, software, network resources and services required for the existence, operation and management of an enterprise IT environment. It allows an organization to deliver IT solutions and services to its employees, partners and/or customers and is usually internal to an organization and deployed within owned facilities.
Retail	the sale of goods to the public in relatively small quantities for use or consumption rather than for resale.
Salaries	a fixed regular payment, typically paid on a monthly basis but often expressed as an annual sum, made by an employer to an employee, especially a professional or white-collar worker.
User's subscriptions to use the SIM card	People have to play to use the Celcom's services
Operation Costs	fixed costs, which are the same whether the operation is closed or running at 100% capacity. Fixed Costs include items such as the rent of the building. These generally have to be paid regardless of what state the business is in. it never changes

1.3. Descriptive analysis

Celcom is one of the oldest mobile telecommunications company in Malaysia. Their main font of revenue is a subscription model. Where costumers pay in advance for the service. Since, most people already have a SIM service, their key to gain more costumers is by luring them from another company to heir company. The Key activities are the normal ones for this type of company: IT, marketing and sales. The cost structures are associated to that: IT infrastructures, operations costs and salaries.

2. (Q2) Subjective analysis

Celcom is one of the oldest mobile telecommunications company in Malaysia. As it is said in the article, there was a phase when to the third spot in the ranking of the best mobile companies in the country. To achieve again the first place, they changed. Essentially, they went though a managing and costumer experience change.

The main target of the company is almost the population in general. Nowadays, everybody uses a cellphone. A cellphone became an important object in people's life. Yet, the current market is very mature, is very difficult to acquire new customers. Their market goal it to offer better deals, promotions and user experiences so that users change from one company to another.

Nowadays, it's very common for people to have more than just one SIM card. As it is mention in the article, sometimes it isn't easy to from a solution where every person is associated to a SIM card and go to a solution where a person can have multiple SIM cards. That transformation at Celcom took 18 months and replaced seventeen of their old systems to a one seven-module Oracle system.

This transformation was clearly a success. One clear example of that is the following: now, costumers' agents only need a single screen, instead of number between 2 and 5. That makes the agent significantly more efficient.

3. (Q3) Suggested topic for discussion

What options besides using CRM could Celcom take in order to regain their clients?

Implementing CRM is part of an integration transformation. It takes a lot of time and resources to implement and integrate it with the existent services. Perhaps exist other options that Celcom could approach in order to regain their clients. Only services identical to CRM but also completely different approaches.