

MVNO Business Plan

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Abstracts

This is a full business plan based on the launch of an illustrative Mobile Virtual Network Operator (MVNO) known as Contendus. The plan covers all aspects of the company launch plan including market assessment, funding requirements, financial analysis, market segmentation and product differentiation. Also included is go-to-market plan, distribution and replenishment plans, comparison of MVNO's and more. The major benefit of this report is to assist in the development of an MVNO launch and to help validate existing plans.

Launching a MVNO involves a lot of careful planning and an understanding of the competitive threats and opportunities. Understanding the competitive issues and what type of MVNO to launch is key to success. A critical aspect to the success of any MVNO is its wholesale negotiations with the host mobile network operator (MNO). Accordingly, the MVNO Business Plan includes Modelling and Negotiation Strategies for Contracting with Host Mobile Network Operators. This includes rate structures of the retail minus and cost plus models, the pros and cons of each, and how to implement them.

The MVNO Business Plan also includes evaluation of wholesale incentives, the reconciliation process and also what macro and micro environmental aspects to consider when defining your negotiation strategy. Also included is an example Service Level Agreement (SLA), modeled from real life operational MVNO SLAs, which can be customized and built upon to meet the needs of their service management requirements.

In addition, the MVNO Business Plan includes The Future of Virtual Network Operators, which will help the reader understand the evolution of VNOs and identify future business opportunities in areas such as the Internet of Things, Virtual Reality, and Wearables.

Purchasers of the MVNO Business Plan may also choose any one of the following

reports at no additional cost:

Market Opportunity: Big Data in the Internet of Things

Telecom Carrier Big Data Operations, Applications, and Services

Understanding and Capitalizing Upon Telecom APIs for Communications
Enabled Applications

Technologies Impacting and Impacted by Operational Support Systems (OSS)

Bonus: Purchasers at the Team License and Company-wide License level will also receive at no additional cost:

IT Strategy in the Application Economy: DevOps, Data Management, and APIs

Bonus: Purchasers at the Company-wide Level will also receive at no additional cost:

Communication Enabled Apps, Content, and Commerce: WebRTC, Telecom APIs, and
Mobile Apps

All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

People interested in this will also be interested in MVNO Business Plan with Financial Modeling Spreadsheet

Target Audience:

While this report will be of interest to anyone involved in the start-up or business development in the wireless space, it will be of particular value to the following groups:

MVNO start-ups

Mobile network operators

MVNE/MVNO service providers

Investors and analysts in the mobile space

Suppliers of MVNO equipment and software

Consultants and systems integration companies

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