

MetroPCS



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<http://marketpublishers.com>

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MetroPCS, a US regional mobile operator known primarily for its monthly unlimited prepaid wireless services, currently serves 7.3 million customers with its monthly no-contract unlimited voice, texting, and Web mobile services. The company operates solely in the consumer space with no wholesale or enterprise operations or sales divisions. With no 3G data network, the company plans to be an early leader in LTE, which will be key to its future growth. But the company must be careful not to overwhelm its price-sensitive customers with too many new service offerings, which could dilute its core value proposition of offering simple, fixed-rate communications services.

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