

MetroPCS

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Abstracts

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.

Contents

Executive summary
In a nutshell
Ovum view
SWOT analysis
Strengths
Weaknesses
Opportunities
Threats
External conditions
Competitive environment
Regulatory environment
Company information
Business focus
Company size and structure
Financial highlights and KPIs
Strategy
Strategic objectives
Products, services, and pricing
Retail channel strategy
Customer loyalty and retention
Network
Devices

List Of Tables

LIST OF TABLES

Table 1: MetroPCS wireless service plans

List Of Figures

LIST OF FIGURES

Figure 1: MetroPCS's total and prepaid market share growth, 2005-2010

Figure 2: MetroPCS versus industry average churn rates, 1Q05–1Q10

Figure 3: US operator prepaid wireless net additions, 1Q09 and 1Q10

Figure 4: US operators ARPU, 2009 and 2010

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