

# T-Mobile



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## T-Mobile

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T-Mobile is the mobile arm of Deutsche Telekom and is one of the largest mobile operating groups, particularly across Central and Eastern Europe. T-Mobile's operations have seen some turbulent times due to the economic downturn and increasing competition in saturated markets, but overall most are now starting to recover. T-Mobile's main strategic goals are to successfully integrate its fixed and mobile businesses in the markets where it offers both (in order to become a more customer-centric provider), to increase mobile data revenues through mobilising the Internet and to successfully integrate its UK business with Orange. The biggest challenges for T-Mobile going forward will be to find new revenue growth and to not take its eye off the market by becoming too distracted by internal reorganisations.

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