

# A Comparative Study of Mobile Phone Service Plans

## Project Proposal



Prepared for: \_\_\_\_\_ General Manager  
Global Process Office, \_\_\_\_\_ Corporation

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January 10, 2008

## Introduction

Over the past several months, we have discussed the wide range of costs our \_\_\_\_\_ Global Process team has incurred in mobile phone useage. After reviewing each team member's mobile phone monthly statements, I have discovered each individual has a different price plan contracted with one of several different cellular companies.

In order to help control these costs for the remainder of the fiscal year, and to help budget for next year, I will review several local major cellular companies and their various price plans and options. At the end of this project, I will be able to provide a side by side comparison of the different options on the market today and a recommendation on which cellular phone company and service agreement our team should use based on cost and our needs. The cellular companies I will focus on are:

- AT&T Wireless
- QWest
- Sprint
- T-Mobile
- Verizon Wireless
- Virgin Mobile

The following criteria will be used to review each company's value:

- Price Plans
- Available Options & Costs
- Domestic & International Coverage
- Variety of Phone Selection
- Overage Costs
- Service Contracts

Included in this proposal: Project Procedures; Qualification and Experience; Budget; and Project Timeline.

Please take a few minutes to review this proposal which I have put together for you and your management team. I will be happy to answer any questions you may have.

## Project Procedures

### The Problem to Solve

With all of the options in today's cellular phone market, choosing a cellular phone provider, a service plan, and even the phone itself can be a daunting task. Each company offers a wide variety of base price points, options, technology, services, gimmicks, and add-ons to catch the customer's attention and business. All of these choices tend to just confuse the customer even more. It's obvious why two people on the same team, who subscribe to the same cellular company, can have very different charges on their monthly statements, let alone the variety of charges seen from one company to the next.

Over the last several months, I have noticed that everyone on our \_\_\_\_\_ Global Process team has been expensing different dollar amounts on their monthly cellular bills. These have ranged from \$38.00 to \$178.00 each month.

We need to ensure that everyone on the team has the right plan for their business needs, including the appropriate number of base minutes, national or international coverage, network and email access, and so on. However, we also need to control our monthly cost per employee to ensure that we are paying consistent amounts for similar coverage and options from person to person, or that we're not paying for unnecessary services which have no business justification. In other words, we need to maximize and leverage the best available plans at the lowest cost to \_\_\_\_\_.

These differences in monthly expenses have also made it difficult to predict the team's cell phone spending from one month to the next. This will make it an even greater challenge to forecast our needed budget for the coming fiscal year.

Over the course of this study, I will take a look at the various price plans, coverage, options, service agreements, and available technology each cellular company has to offer. I will then compile this data and break it down so we're comparing these companies "apples to apples", simplifying the data. After this side by side comparison is complete, our team will be better equipped to determine the cellular company and price plans that will best suit our needs.

## Project Method

### Resources:

- Company web sites
  - AT&T Wireless: <http://www.wireless.att.com/home/>
  - Qwest: <http://www.qwest.com/residential/products/wireless/index.html>
  - Sprint: <http://www.sprint.com/index.html>
  - T-Mobile: <http://www.t-mobile.com/>
  - Verizon Wireless: <http://www.verizonwireless.com/b2c/index.html>
  - Virgin Mobile: <http://www.virginmobileusa.com/>
- Onsite retail store visits
- Company brochures
- Phone calls to company customer support

Other resources may be added during the study. A detailed list will be provided in the final report.

## Task Schedule

Milestone	Delivery Date
Proposal	January 10, 2008
Progress Report	January 31, 2008
Data Report	February 26, 2008
Final Report	March 11, 2008
Presentation	March 13, 2008

## Qualifications and Experience

For more than eight years, I have worked at \_\_\_\_\_ as a Business Administrator. During my tenure, I have researched and compared a number of items to determine the best value for a specific need. I have compared cellular phones, computers, hotels, conference facilities, catering and marketing companies. I have even conducted a comparison between several U.S. cities to determine the best venue for executive summits.

Like most people I know and work with, I use a cell phone. On several occasions, I have researched companies to find the best value and coverage to fit my personal needs. My personal and professional experience has provided me with the skills necessary to fulfill the needs of this study.

## Budget

Item	Details	Budget
Research	10 hrs. @ \$30 p/hour	\$ 300.00
Writing/Compiling Data	15 hrs. @ \$30 p/hour	\$ 450.00
Travel/Mileage	70 miles @ \$0.45 p/mile	\$ 31.50
Supplies	Paper, Printing, Copies	\$ 45.00
<b>Total</b>		<b>\$ 826.50</b>