

Project 2 : Spectrum of mobile phone

What?

- **What is the idea and the need?**
- **What could be the possible plan to build the product or implementing the service?**
- **What is the market that is addressed?**

The spectrum of mobile phone users extends from those who see their phone as a style statement to those for whom it is a mere communication tool. One size doesn't fit all.

Hence the need for a personalized-phone service. On the product development side, functional and physical modular platforms will be developed to provide ease, speed and economy in customization. Available single chip phone solutions(e.g. Infineon) could be used and the platform design could be outsourced to 'electronic manufacturing services'. Operating system and other software are already available to customers free of cost from the Open Source domain. Other functional modules and accessories such as camera, etc can be sourced directly from vendors. On the operational side, a website will allow the users to configure and stylize their phone as they prefer. Payment can be made online and a third party logistics (3PL) partner can have it delivered at the doorstep. 3PL will also collect the used modules which will be made available to cost conscious customers at attractive prices. Upgrades can be sold as a service involving fixed monthly payments. Designers to specially design phones for high-end luxury model

Who?

- **Who are the customers?**
- **Who is the competition?**

Our customers are anybody who doesn't want to compromise on features or design.

Special target would be people who want their phone to be individualistic but would also want to keep a tab on cost. People who are see their phones in a very practical manner and would only like features that they use are also potential customers.

Who is the competition? Competition is expected from traditional manufactures and competing technologies. At present major global vendors like Nokia, Motorola, Samsung, Sony Ericsson and LG dominate the Indian

market. There are few local brands, with low production volumes that are largely focused on low-end and mid-range handsets. The advent of new technology such as VoIP over Wi-Fi threatens to change the paradigm in wireless communication.

Why?

- **Why does the opportunity seem attractive?**
- **Why would the customer choose the product/service?**

Premium range of 'phOwn' platform based pieces loaded with style options and accessories apart from the complete list of functional modules will offer the customers a unique experience. The customer can make his/her phone unique and distinguishable. The power to strut one's own style will attract style conscious users towards this offering. The ability to upgrade features of this 'phOwn' easily rather than having to replace the entire piece will allow the customer to keep pace with the latest trends quicker than ever. Upgrade plans are likely to appeal to institutions such as call centers that offer their employees mobile phones, as this will result in significant cost savings for them. The mid-range configurations of 'phOwn' will appeal to the users who are looking for functionality and value for money. The option of excluding unwanted features gives them the power to decide the price of the piece for themselves. The dream of owning a top of the line mobile phone is closer than ever for our cost conscious customers.

How?

- **How big is the market and how fast it can grow?**
- **How would the idea be taken to its potential customer?**

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