

TheCaseSolutions.com
Early days
 The prices start at 100 cents and go up to 150 cents. Customers in a given region will be charged a higher price. The regional prices are affected to that they do not violate any laws. They were brought in a month after an extensive review of existing 150 cents worth of an extra incentive of offering a 50% discount when the customer returns their mobile phone.

TheCaseSolutions.com
Early days
 At the beginning Virgin Mobile Canada was only operating as a prepaid service and operating on the Bell network. It was only in February of 2006 that the prepaid service came into effect. A statement of the firm's business based on a careful analysis of benefits sought by present and potential customers and an analysis of existing and anticipated environmental conditions. Virgin Mobile Canada, since it was founded has processed over 200,000 lines and currently, it has a total of 150 employees according to the company's website account.

Mission
 The organization's mission was clearly articulated in its marketing strategy that it is "the best" mobile provider. Making you stay downtown for the company's advertising and business cards that most could make a difference. In response to the "It's better to be a member" Virgin mobile slogan.



Company Overview
 Virgin is a very competitive company and contains several sub sectors of which the media department "ranks in the top 500 largest companies in the US" this evaluation was according to the Fortune Magazine which is published in the US. Virgin has a rich and varied history which takes in vodka, bridal wear, airlines, vacations, records, gyms, bank accounts and mobile phones. Virgin has proved that it is not afraid to take on some of the largest companies head on. Virgin launched its own version of Coca Cola and also built its way alongside British Airways. The molding and evolution of this great company all started when Richard Branson co-founded an independent record label, which was to become one of the largest of its kind.



Distribution
 Distribution strategies are very important to the marketing mix since they are strategies concerned with making products available when and where customers want them. For instance setting up Virgin Mobile kiosks in malls where the target market shop. In terms of channel intermediaries, Virgin Mobile is a retailer, which is a firm that sell mainly to consumers. Virgin mobile is involved in all three channel functions. Transactional functions include contacting and promoting, logistical functions include physical distribution and finally facilitating functions such as researching and financing.



Products and Services
 The company offers a range of digital services, which are available only for customers who do not have a landline. The company provides a range of services to its customers, which include mobile phone services, internet access, and other digital services. The company also provides a range of services to its customers, which include mobile phone services, internet access, and other digital services.

Company History
 Virgin Mobile Canada was founded in Canada in 2006. It was founded by Richard Branson and his company, Virgin Mobile. The company was founded in 2006 and has since then become one of the largest mobile phone providers in Canada. The company has a rich and varied history, which includes the founding of the company in 2006 and its subsequent growth and success.

It's Better To Be A Member

Philips Marketing Journey (A)
 TheCaseSolutions.com

Customer Satisfaction
 Virgin mobile is always on the move to make things better. This is a company that is always on the move to make things better. This is a company that is always on the move to make things better. This is a company that is always on the move to make things better.

External Environments
 There are several external environment factors that affect Virgin Mobile starting with social factors, social change, technology, the most visible is external variable for marketing managers to forecast, influence, or respond to marketing plans. There are a wide array of social factors and adding our values, attitudes, and lifestyles, social factors is very key concept to consider for marketing managers because they influence the products people buy, the prices that are paid, and make the effectiveness of our advertising. Social factors also include how, when, and where people expect to buy products.

Target Market
 A target market is a defined group of individuals who have a common characteristic. Targeting a specific market and then trying to reach that market is a key concept in marketing. Targeting a specific market and then trying to reach that market is a key concept in marketing. Targeting a specific market and then trying to reach that market is a key concept in marketing.



Market Segmentation
 Virgin Mobile uses a concentrated targeting strategy which is used to select one segment of a market for targeting marketing efforts. Smaller firms need this approach if they are going to compete with the larger firms. Virgin also places its stores where youth tend to spend time and shop, exploiting their products to them when they are in the mode of spending. Virgin also uses promotion and pricing strategies to meet its goals. They understand that "price is an important competitive weapon" (Lamp et al. 44).

SWOT
 Conducting a SWOT analysis on Virgin Mobile Canada one will find that its strengths are customer loyalty and target marketing, its weakness is also the target market because it does not appeal to the baby boomers, which is the greater part of the population. Its opportunities more people realizing the potential of the company and switching carriers. The threats that Virgin Mobile faces include having to compete with all the other large firms for the market.

Position Against Competitors
 "Perceptual mapping is a means of displaying or graphing, in two or more dimensions, the location of products, brands, or groups of products in customers' minds" (Lamb et al. 120). Virgin mobile offers two key attributes, value and status. Value is an attribute because of the low prices they offer and status is what the customer receives with becoming a member. Against its competitors Virgin mobile sits lower on the grid in regard to lower prices and much higher for status. Its main competitors are Telus Mobility, Rogers Wireless, Wind Mobile, and Mobility.

is in the industry,
ing postpaid and
a communications
the company was
a combined effort of
y Canada. However,
ership when it
al to purchase the
aterloo 1).

tions.com

A target market is a defined group most likely to purchase a firm's product. Targeting a specific market allows you to exclude people that do not purchase your product or service. Target marketing allows the marketers to focus their dollars and brand message on a specific group of people more likely to buy from them than other groups. This approach tends to be more affordable, more effective to reach potential clients and generate more revenue. In regards to Virgin Mobile Canada, the target market is focused on the teens and young adults.

Philips Marketing Journey (A)

TheCaseSolutions.com

SWOT

Conducting a SWOT analysis on Virgin Mobile Canada one will find that its strengths are customer loyalty and target marketing. Its weakness is also the target market. The target market does not appeal to the baby boomers, which is the greater part of the population. Opportunities more people realize their potential.

ns
nt
s"this
ne
d
and

Company Overview



Virgin is a very competitive company and contains several sub sectors of which the media department "ranks in the top 500 largest companies in the US" this evaluation was according to the Fortune Magazine which is published in the US. Virgin has a rich and varied history which takes in vodka, bridal wear, airlines, vacations, records, gyms, bank accounts and mobile phones. Virgin has proved that it is not afraid to take on some of the largest companies head on. Virgin launched its own version of Coca Cola and also bullied its way alongside British Airways. The molding and evolution of this great company all started when Richard Branson co-founded an independent record label, which was to become one of the largest of its kind.

TheCaseSolutions.com

Company History

Virgin Mobile Canada was founded in Canada in 2005. It is a subsidiary of Bell Mobility Inc. It is in the industry of wireless communications providing postpaid and prepaid wireless voice, text and data communications services throughout Canada. When the company was launched on March 1, 2005 it was a combined effort of the Virgin Group and Bell Mobility Canada. However, on “July 1, 2009 Bell took full ownership when it ventured forth with a closing deal to purchase the stake it did not already own” (Waterloo 1).

TheCaseSolutions.com



Mission

The organization's mission was clearly stated on its website, advertising that it is a “no catch” mobile operator. Relying on a very clear vision for the company it is also trying to become Canada's most loved mobile phone service. Its slogan is that “it's better to be a member” (virginmobile.ca).

TheCaseSolutions.com



Early days

TheCaseSolutions.com

At the beginning Virgin Mobile Canada was only operating as a prepaid service and operating on the Bell network. It was only in February of 2008 that the postpaid service came into effect. A statement of the firm's business based on a careful analysis of benefits sought by present and potential customers and an analysis of existing and anticipated environmental conditions. Virgin Mobile Canada, since it was founded has revenues of over \$300 million and counting. It has a total of 500 employees according to the company's LinkedIn account.

Products and Services

The company offers a line-up of feature phones, which are mid-range priced for customers who do not feel the need for owning a smart phone. Smartphones and feature phones differ in that the advanced application programming interfaces (API) on the smartphones for running third-party applications. It allows better integration and processing power with the phone's operating system. The entire range of feature phones that Virgin offers can be activated using a prepaid or postpaid system. Virgin offers the consumer a plan package which includes exclusive member access and deals from the hottest brands. The packages go from Silver to Gold to Platinum. Each plan offering its own perks but if the customer is willing to bump up to the next plan, creates a life time value for the customer.

TheCaseSolutions.com

Basic Prices **TheCaseSolutions.com**

The prices start at \$20/month and go up to \$55/month. Discounts on a new phone increase with the purchase of a larger plan. The prepaid plans are different in that they do not include any hassle. They start from \$10 a month with an extra incentive of receiving a \$30 credit when the customer activates their monthly plan online.

Customer Satisfaction

Virgin mobile is always on the move towards a larger market share. They are constantly giving out limited time offers to attract new clientele. For example, right now Virgin Mobile has a terrific limited time offer. If you activate a new phone with Virgin then your first month is completely free of charge and your next five months are half price. Virgin mobile also offers great promotional purchases with their bundles, allowing you a chance to win to go to concerts. The promotions do not stop there; Virgin mobile also has movie offers and exclusive screenings. You can get deals on the latest fashions and newest beauty products. As a member you also get deals on travel and hotels and new cars.

TheCaseSolutions.com