



Acquisition of 100% of Global Network Data Systems S. Inc. by TheCardiologists.com

- Craig McCaw founded McCaw Cellular Communications Inc. also known as AT&T in 1987
- McCaw Cellular is a wireless telephone carrier in the U.S. based in Redmond, Washington.
- Networth is estimated to be 7.65 billion dollars as of March 2012

Three Basic Economic Questions

What kind of company are they ?

- A cell phone company

What are their goods and services ?

- Goods- cell phones
- Services- Providing cell phone service worldwide

Does the company have a motto ?

"Your world delivered, connecting you to your world everywhere you live and work."

Economic Features

Economic Freedom

- Began in 1987 as McCaw Cellular Communications Inc, a cellular telephone pioneer in the U.S. Craig McCaw took a risk and it worked out.

Competition

- Verizon, T-Mobile, etc.

Private Ownership

- AT&T is now McCaw's Cellular communications since he passed in 1994

Contracts

- Luke Wilson

Self Interest

- They invest their money back into the company



THE PRODUCT

A cell phone that can charge off of skin and body heat.

A. This is a company that focuses on using body heat and skin contact to charge cellular devices.

- The good is a cell phone with skin and heat detection, and its services is to charge cell phones.
- Motto: "Charge on the go !"

B. I dont have a name for my product, because I consider it a feature that can be installed on phones.

C. How is this product going to be produced ?

- Assembly line
- Products needed : Cell phone, skin/heat detector.

D/E. How is it going to be marketed ?

- *I was considering advertising my product on commercials, using celebrities.*
- *I would be interested in using a celebrity because they can reach there fan base and persuade them to purchase my product/feature.*

F. How much will it cost ?

- It will cost 300 dollars to get this feature installed on your phone

G. How will it benefit the company ?

- *It will Increase the company's net worth*



Acquisition of McCaw Cellular Harvard Case
Solution & Analysis

TheCaseSolutions.com

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