

Virgin Mobile Usa: Pricing For The Very First Time

Introduction

The strategic management issue Virgin Mobile USA as a company operating under the Virgin Group, which aimed at entering the highly competitive market for mobile telecommunications in the United States. Anomalous pricing strategies had to be executed by the company so as to create a niche for itself against established heavily invested players like Verizon, AT&T, T-Mobile, etc.

Market Analysis

Virgin Mobile USA wanted younger clientele, mainly clients aged 14-24 years, which other carriers ignored. This pace of adopters composed of the audience that wanted flexibility in the mobile service consumption, affordability, and transparency in the procedures throughout medium.

Pricing Strategy

It is on this premise that the case looks at Virgin Mobile and the strategic decision to opt for the “Pay As You Go” pricing strategy, which is particularly significant since Virgin Mobile will not involve it in committed contract strategies like those common with the more conventional mobile service providers.

Conclusion

This paper found that Virgin Mobile USA's pricing strategy was a visionary effort to break the mold in the mobile telecommunications market. Thanks to the focus on the client's needs and openness, the company achieved a successful starting position in a rather[subindustry].

Recommendation

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