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MOBILE TELECOM TODAY™



The Course

Mobile Telecommunications Today is a broad-based simulation which enables all levels of management to improve their contribution to the performance of their business as well as achieve individual goals. This course takes the mystery out of finance and helps managers to understand the many relationships that exist within a Mobile Telecommunications business, and to identify and evaluate the many trade-offs involved.

The simulation involves teams who manage their own Telecommunications company and compete with other teams for market share. They will run a number of business cycles, and after each cycle they have to draft and analyze the financial records of their business.

Throughout this course the knowledge gained in the simulation, is related to the participants' actual working situation. The accounting document used in the simulation is customised to use your own company's financial terminology and formats.

LEARNING POINTS AND HOW THEY ARE ADDRESSED IN THE SIMULATION

- Understand how a mobile telecom business works and the major challenges to be addressed.
- See how and where individuals can make a difference to the success of the business.
- Obtain a bigger picture of the business and see how decisions can impact on other areas.
- Attract and retain new customers.
- Pace of technology change especially 3rd generation.
- Maintain and improve customer service.

- Minimize churn and maximize value added.
- Minimize new customer acquisition costs.
- Prioritize investment.
- Understand the effect of price competition on profitability.
- Forecast customer demand and network capacity needs.
- pre-course discussions for customization to the target group
- Experience the implications of not investing and maintaining the network.
- Calculate profitability and cash flow.
- Keep the business in balance whilst growing rapidly.
- Planning and allocation of people and money resource in a rapidly growing business.
- Understand brand strength and factors affecting it.
- Complete Income Statements, Balance Sheets and Cash Flow Statements

Key Learning Outcomes

- Low margins, cash flow pressure and growth
- Complex market conditions and forces
- Erosion of margins (gross)
- Scope of work
- Management of contractors
- Lateness on projects
- Unrealistic project timeframes specified in tenders
- Impact on cash-flow and margin
- Contractor management
- Productivity
- Vertical and horizontal trend analysis
- Calculating breakeven
- Calibre and competence of people
- Materials
- Customer service
- Margin improvement
- Project extensions and add on's
- Contractor management
- Material procurement

COURSE DETAILS

Minimum 15, maximum 20 participants in a group

Period: 3 days, from 9:00 to 17:00

Trainers: Georgeta Dendrino, Stefan Palarie