

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Yphone Plan Design

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Yphone Plan Design

Abstract

Yphone, a major telecom company in India is contemplating on a new mobile phone plan that could be rolled out to withstand competition. Ajit, a new marketing intern from IIMK has been assigned with the job to find out the best plan that would meet the customer needs. However, doing his initial research Ajit understood that when asked about customer preferences on different attributes in a plan like validity, number of calls, data limit etc., customers seem to prefer all of them highly. How can he then make a mobile plan after accounting the trade-offs between various attributes? How can he make a plan that maximizes customer utility?

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