

T-moblie

Business



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Running Head: T-MOBILE Inserts His/Her Inserts Grade Inserts 12th March, T-Mobile Introduction

T-Mobile International is one of the holding companies originated in Germany and operates for the many communication subsidiaries of Deutsche Telekom AGs mobile outside Germany. The company is originally based in Bonn, Germany, and its subsidiaries function for the UMTS and GSM-based networks of cellular technology in United States, Europe, US Virgin Islands and the Puerto Rico. The mobile operator in Eastern and Central Europe own the financial stakes in the company.

The branches of T-Mobile brand exist in almost ten European countries such as Czech Republic, Austria, Hungary, Croatia, Montenegro, Macedonia, Poland, the Netherlands, United Kingdom and the Slovakia- including the US Virgin Islands, US, and the Puerto Rico. On the global level, the International subsidiaries of T-Mobile possess total subscribers which are roughly 150 million in number, which makes it the twelfth-largest service provider of mobile phone in the entire world in terms of subscribers. Besides this, T-Mobile bags the rank of the third-largest multinational and stand after Spains Telefónica and UKs Vodafone.

Nature of Business

T-Mobile, in the year 2010, became the segment of the agreement of joint venture with the UK mobile-network provider of France Telecom, Orange UK. These companies combined and formed the largest mobile-network operator of UK and called itself Everything Everywhere. However, even after forming the joint venture, the Orange brands and T-Mobile go on to co-exist in the markets of United Kingdom.

Business Environments

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Legal

T-Mobile complies with all the laws which are applicable to the state and federal codes of laws and regulations. The management of the company does not indulge in any activity which violates the policies of the company such as non-retaliation, non-discriminatory and non-harassment policies. The unacceptable conduct in the company constitutes of violation of company laws and policies, removal of the property of company without permission, willful or neglectful damage or defacing of the company property, dishonesty, fraud, improper record keeping and all the related activities. Any criminal conviction amongst the employees results in their termination from the company. Besides this, all the secret trade laws and other legal information are kept confidential from others except the concerned parties.

Social

The company makes the decisions in the business by giving proper consideration to the social, ethical and legal regulations. The T-Mobile makes returns to the society through the afterschool community outreach program. The company makes efforts to maximize its resources and minimize waste. The environmental programs of the company are aimed at the reusing and recycling of the waste products. The corporate social responsibility programs of the T-Mobile ensure the implications of security and safety guidelines to the society as well as the employees of the company. Moreover, the company treats the concerns regarding the health and visual impacts of bases to the community by working with councils, sharing sites with the operators of cellular technology and installing antennas on the building and other structures.

The main problems

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T-Mobile is encountering various problems and concerns these days. At present, the consumers of the T-Mobile service complain of getting a bad quality carrier services. In the general public's opinion the 4G network of the company has become slower, poorer and less reliable with the passage of time. One of the greatest challenges of all time is that the company is faced with unending competition and the constant efficient efforts to counter it.

Future outlook of company

A strong SWOT analysis could affect the future direction of the company. A proper and sophisticated analysis of the opportunities and threats, the capturing of market share, the growing of product market and adopting expansion opportunities could influence the future decision making of the company. Moreover, the improvement of existing services of the company can play a big role in the future prosperity of the company.

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