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Research Proposal Research Proposal This proposal is aimed at suggesting a means of marketing mobile network operators through various mediums such as the social media. The problem is that players who come into this market find it hard to attract clients who will be loyal to them. This is mostly because people are already acquainted with the existing mobile service providers (McCarthy, 2011). This area of research is extremely significant because if a mobile service provider enters the market well, it will increase competition to other players, and this will, consequently, reduce the prices (tariffs) to the customers.

Already established mobile network providers such as Verizon Wireless, AT&T and T-Mobile are considered first by customers who want to use mobile phones (Scollon, 2011). This, therefore, in a way, leaves a monopolistic advantage to these network providers. They dictate prices in the mobile network industry, which is, at times, on the higher side. Since they do not face any worthy competition from other players in this field, or the competition is minimal, they can continue dictating their prices, leaning towards the higher side. However, if a player or many players managed to enter this market effectively, it would force the already established players to ease their tariffs in order to counter the competition they face (Simmons, 2010).

Mobile network providers entering this market should look to market their brands effectively through various mediums such as the social media and other promotion platforms in order effectively to build their brand. This will ensure that the prices are eased by the already present players in order to beat the completion brought by the newcomers (McCarthy, 2011).

I would urge all players to adopt this proposal since it will help ease the high network tariffs in our market and also aid to establish a mobile service provider.

References

McCarthy, H. (2011). Ask the experts in the mobile industry. *Memphis Business Journal*, 3(1), 4-6.

Scollon, R. (2011). *How Verizon Wireless and AT&T established themselves as the leading wireless providers in the United States*. New York: Harvard Business Press.

Simmons, K. (2010). How to establish yourself as a service provider. *Wireless Weekly*, 6(2), 12-14.