

# Wind mobile



**ASSIGN  
BUSTER**

Wind Mobile Political The Canadian Radio - television and Telecommunications Commission (CRT) unwanted Globalize company ownership (Rococo) Competition Bureau - independent agency that investigates offences across the Canadian business scene Canada's telecoms laws Major acts of Parliament regulate the Canadian telecoms sector including the Canadian Radio- television and Telecommunications Act. Telecommunications Act, Broadcasting Act and Radio communications Act. Environmental Market and trade cycles according the Canadian community Market routes and distribution trends within Canada G network and LET net speeds Taxation issues with internationally owned companies Socio-cultural Average consumer within Canada pays \$70 per month Lifestyle trends of business, regular and student consumers Brands of cell phone gadgets are a strong influence for consumers to purchase a product or not. Currently Apple and Samsung are in the lead.

Marketing and advertising for Wind Is currently pushing for the consumer who seeks the best services at a lower price, working against competitors. Technology Competing cell phone technology developments and also the highest quality In mobile lines and Internet speeds. R & D activities within the company. Maturity in technology. Consumer buying mechanisms and what they seek to have. Technology access (phone signals) licensing, patents. Threats Bell, Rogers and Tells Well established competitors known for their product established.

Continuous threats of Public Mobile Wind Is known to drop calls and consumers are not happy about this. Heavy push on laws and regulations

against pricing of current cell phone plans. Opportunities Develop a stronger call line to avoid drop calls Students want better deals and therefore want to providers such as wind Joint entire with another large well known company such as Bell Mobile. Sell company to a Canadian owner or co-ownership.

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