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Company has established
a computer services
subsidiary, Prestige Data
Services which specialize
in offer data processing
for telephone companies
including its parent
company and sell
computer service to
other organization.
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Services has not achieved

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positive account balance
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History/Appraisal Break

Even Points Pricing and

Strategy Changes

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HISTORY (1999) Due to partial deregulation & agreement with PSC.

Create PDS to increase Revenue w/o raising rates.

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The top management of the Prestige Telephone Company is considering alternative courses of

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action which might be taken to improve the performance of a new subsidiary, Prestige Data Services. 2. It was originally conceived as a mechanism by which high and non-regulated returns could be used to augment the profits of Prestige Telephone Company, while at the same time providing computer services to that

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Telephone
company.

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—Prestige Telephone will need to absorb Prestige Data ' s relevant fixed costs. —Prestige Telephone will have to pay higher rates for services previously provided by Prestige Data Services. Regardless

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of possible sunk costs such as equipment leases (\$95,000), Prestige Data Service positively contributes to the parent company.

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data processing for the telephone company and to sell computer service to other companies and organizations.

CVP ANALYSIS Prestige Telephone Company
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to sell computer service
to other companies and
organizations.

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Vrio analysis for Prestige
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case study identified the
four main attributes
which helps the
organization to gain a
competitive advantages.

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The author of this theory suggests that firm must be valuable, rare, imperfectly imitable and perfectly non sustainable.

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Solution and ...

d. Reducing hours would reduce demand for commercial revenue hours by 20%, from 138 hours to 110 hours. At

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that level, the total contribution would be:
110 hours x (\$800 - \$71.5) = \$80,135 or \$20,398 less than at present. c. An increase in promotion that would increase commercial

Prestige Telephone Company by Abhijeet Panda

Question: Prestige Telephone Company —

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Help Prestige Telephone

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Why or why not? 2. How

has their strategic adjust

and quick reversal

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affected their prospects?

Do you think this e

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emphatic case study

analysis and provide

pragmatic and actionable

solutions, you must have

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a strong grasps of the facts and the central problem of the HBR case study. Begin slowly - underline the details and sketch out the business case study description map.

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Study ...

Interhost Solutions Case
Study Solution. Interhost

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Solutions (IHS) utilized some business plans in starting the company. The founders set clear KPIs and make use of some business frameworks. In the beginning, they tried to apply the Lean Start-up method, but they say that it was difficult for the service company to stick to it. This fact is really insightful because

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simultaneous
experimentation ...

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Case Summary Prestige

Data Services is a

subsidiary of Prestige

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Telephone Company,
designed to

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An independent
regulated telephone
company has established
a computer services
subsidiary that seems to
remain unprofitable.

Managers must
determine whether it is

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profitable or not and consider changes in pricing or promotion that might improve profitability. A rewritten version of an earlier case.

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