

€ TRAINING

Mobile Virtual Network Operator MVNO





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Introduction:

This training program is designed to provide comprehensive knowledge and skills necessary to understand, operate, and succeed in the dynamic world of Mobile Virtual Network Operators as the telecommunications industry evolves.

Program Objectives:

By the end of this program, participants will be able to:

- Earn a deep understanding of the MVNO business model, its intricacies, and its place within the broader telecommunications landscape.
- Gain knowledge for regulatory frameworks, market dynamics, and technological advancements shaping the MVNO sector.
- Develop skills necessary for MVNO operations, including marketing strategies, customer acquisition, service differentiation, and partnership management.
- Explore case studies and best practices from successful MVNOs worldwide.
- Identify opportunities, challenges, and trends in the MVNO market and develop strategies for sustainable growth and profitability.

Targeted Audience:

- Telecom professionals seeking to expand their knowledge and skills in the MVNO domain.
- Entrepreneurs and executives interested in launching or operating MVNO businesses.
- Regulators and policymakers involved in telecommunications and mobile services.
- Consultants and advisors working in the telecommunications industry.

Program Outline:

Unit 1:

Understanding the MVNO Landscape:

- Introduction to MVNOs.
- Market analysis.

- Regulatory frameworks.
- MVNO business models.
- Case studies.

Unit 2:

MVNO Operations and Strategy:

- MVNO infrastructure.
- Subscriber acquisition and retention strategies.
- Service differentiation.
- Partner ecosystem.
- MVNO financials.

Unit 3:

Marketing and Customer Experience:

- Marketing fundamentals for MVNOs.
- Promotional strategies.
- Customer experience management.
- Data analytics for MVNOs.
- Regulatory compliance in marketing and customer data management.

Unit 4:

MVNO Technologies and Innovation:

- Overview of mobile technologies.
- MVNO enablers.
- IoT and MVNO opportunities.
- Future trends in MVNOs.

Unit 5:



Business Development and Growth Strategies:

- Scaling an MVNO business.
- Risk management and regulatory compliance in cross-border operations.
- Mergers, acquisitions, and partnerships.
- Funding and investment considerations for MVNO startups and growth-stage companies.
- Developing a roadmap for long-term success.