

Case Study

**Competitor Pricing Study to Help Optimise Client's
Pricing Structure**



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About the Client



- A marketing and strategy head of a mobile network operator in the Middle East

Client Objectives / Goals



- The client wanted to revisit its pricing strategy, particularly its roaming pricing structures. They wanted RocSearch to conduct a study on the roaming prices offered by MNOs in the Middle East

Approach and Methodology



- The team gathered data regarding data roaming bundles, promotional offers and special packages offered by MNOs in the Middle East. They analysed the market, competitive environment and regulatory initiatives in each of the countries identified
- Sanitised price points were analysed to identify the pricing trends and also countries where roaming prices were exceptionally low. The team worked on identifying the preferred roaming partners
- RocSearch created a user friendly, macros enabled Excel dashboard with more than 13,300 price points collected from about 27 operators in 10 countries in the Middle East

Sample Output



Mobile Roaming Market – Egypt | Data Roaming Pricing Trends | Sample – Engaged and Abandoned

Vodafone and Etisalat offer daily and weekly data bundles for their roaming customers, while Mobinil mainly promotes its monthly data bundles

Data roaming bundle	vodafone		mobinil		etisalat	
	Cost (EGP)	Data (MB)	Cost (EGP)	Data (MB)	Cost (EGP)	Data (MB)
Standard tariff rate*	EGP 24.48 (flat rate in all countries)		EGP 25.48 (flat rate in all countries)		EGP 12.148 (median data tariff)	
Daily bundles						
More data	50	25	-	-	50	30
Less data	20	5	9.99	2	15	4
Weekly bundles	200	125	-	-	200	125
Monthly bundles						
Light	-	-	150	15	-	-
Medium	-	-	450	50	-	-
Heavy	-	-	800	100	-	-

Note: * Tariff applicable in all countries if a subscriber does not opt for any data bundle
Source: RocSearch Analysis
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Results / Value-add



RocSearch findings helped the client in creating an optimal roaming pricing structure to boost revenues and overcome the price competition.