

Younger Marketing Management Ltd

Crown Castle International Corp. European Integration Project

Case Study Overview

AN ASSIGNMENT BY: *IAN A YOUNGER-RYAN FISMM, MCMI, MIIM, MID, AIMC*

Client: Crown Castle International Corp.

Project: Crown Castle International 100 day Plan Integration Project

Period: August 2001- December 2001

Project Leader: Phil Kelley, Vice President, Crown Castle International Corporation

Introduction

Crown Castle delivers turn-key infrastructure and network services to premier broadcasters and wireless telecommunications operators worldwide. Their operations are located in the UK, US and Australia in addition to expanding offices in Latin America and Europe.

They work closely with customers through every phase of site acquisition, RF design, construction, and deployment to network management, so they can focus their resources on customers, market share and innovative programs and services. In the UK, Crown Castle counts Vodafone, One2One, and other major Mobile Phone Operators amongst its telecommunication customers and provides transmission services for all BBC television and radio services.

Terms of Reference

To work as a member of the European business integration team, specifically responsible for managing the sales and marketing aspects of a 100 Day Plan.

Project Aims and Objectives

Research market , analyse, and prepare strategic market planning.

Develop product, service offering and price modelling.

Segment market and customer and prepare sales plan.

Restructure sales and implement key account planning.

Develop and deliver marketing communications and branding.

Integrate sales and marketing processes and procedures

Process of Delivery

Researching and analysing reports, and paper and web-based data.

Summarising, reporting and publishing analysis on intranet.

Organising sales and marketing workshops and facilitating actions and outcomes.

Attending team meeting and facilitating sales and marketing related actions.

Liaison and coordination with cross-functional groups.

Utilisation of strategic and tactical marketing and NPD processes.

Project Outcomes

Delivery of all objectives identified in The 100 day Sales and Marketing Project, including;

- Summarised analysis of market.
- Segmentation of market by sector and customer.
- Opportunities and Threat analysis.
- Product offering.
- New pricing structure.
- new customer framework agreement.
- New sales structure and definition of account management role
- Draft Marketing Communication plan and Brand Strategy.
- Comprehensive understanding of other related opportunities in market.

Due to the commercial sensitivity of this assignment no further details can be given at this time.

References for this assignment can be obtained from:

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