



COMCAST WORK

Marketing Sales
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XM Study Abroad Project Proposal Executive Summary

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Problem Statement: (Slide 5)

Students studying abroad face limited options regarding phone plans, either paying high costs to use their home phone plans, or purchasing foreign SIM cards that have low coverage and limited accessibility to contact friends and family.

Target Market: 1 in 10 undergraduate students study abroad every year, 70% in their Junior and Senior Year (Slides 9, 10,1 1)

Package A	Package B	Package C
- Existing Customers: Yes - Target Audience: Juniors & Seniors - Xfinity Internet: Yes - Don't need to pause internet while abroad . Family members or roommates share Xfinity Internet.	- Existing Customers: Yes - Target Audience: Juniors & Seniors - Xfinity Internet: Yes - Use a seasonal pause while they are abroad. A \$5 charge per month for using Xfinity Mobile without Internet.	- Existing Customers: No - Target Audience: Juniors & Seniors - Xfinity Internet: No - Pay \$25 one-time fee in order to gain eligibility for Xfinity Mobile service*.

*\$25 fee comes from Back-To-School offers for student discounts of XM.

Cost Breakdown: XM Study Abroad Package vs. Competitors International Plans (Slide 14)

	Xfinity Packages				Top Competitors		
	High		Low		T-Mobile	AT&T	Verizon
Customer Status	Existing Customers	New customers	Existing Customers	New Customers			
Price of XM Package	\$0	\$25*	\$0	\$25*	\$70	\$65	\$60
Price of International Plan (per month)	\$70		\$50		Built in	\$30**	\$30**
Avg Study Abroad Duration	4 months		4 months		4 months	4 months	4 months
Total Cost per student	\$280	\$305	\$200	\$225	\$280	\$380	\$360

All figures are per month		
	Xfinity Packages	
	High	Low
Price of International Plan	\$70	\$50
Expense		
Revenue		
Number of CO Undergrad Students	8,908	8,908
Revenue per month		
Total Revenue Potential		

XM International Roaming	
Expense %	
Revenue %	

For every \$1 charged for international roaming, incur of expenses

Average revenue per month for International Roaming (Global Travel Pass) is

*\$25 one-time cost for students who are not existing Xfinity customers, guarantees eligibility for XM

**Cost is NOT AT&T and Verizon International Plans; it is the cost assumption that AT&T and Verizon customers are buying a foreign SIM card while abroad.

Xfinity Mobile Global Travel Pass: Competitor Comparison (Slide 17)

	xfinity	verizon	AT&T	T-Mobile
International roaming plan name	Global Travel Pass	TravelPass	International Day Pass	International Pass
International roaming plan pricing	\$5/day in Mexico and Canada; \$10/day in 170+ countries (per line cost)	\$5/day in Mexico and Canada**; \$10/day in 210+ countries (per line cost)	\$10/day for first line; \$5/day for additional lines in 200+ countries	\$5/day in 200+ countries (per line cost)
International roaming plan details	Daily amount includes talk, text, and data use* Data speeds reduced after 512 MB (~.5GB) used in 24 hours	Daily amount includes talk, text, and data use Data speeds reduced after 2GB used in 24 hours	Daily amount includes talk, text, and data use Data speeds reduced after .5GB used in 24 hours	Daily amount includes talk, text, and data use Data speeds reduced after .5GB used in 24 hours

XM Current Offerings (Slide 17) | Projected Timeline (Slide 19) | Risks & Success Factors: (Slide 21) | Key Benefits (Slide 22)