

- > mobile phones for a courier firm
- > negotiating a deal



### 5.6 Case study Backchat Communications

#### Discussion

1 The first hand-held mobile phone was marketed in 1983. It weighed half a kilogram and cost \$3,500. How have they changed since then? How will they continue to evolve?

#### Reading for implication

2 Read the introduction to the case, and answer questions 1–4 below.

'Min Su, have you any idea where Jung Ju is?' asked Thomas Ibáñez, Seoul Deliveries' office manager.

'No, I'm sorry, I don't know,' replied Min Su, looking up from a bank of computer screens. 'He should have been back from a delivery an hour ago, but there's no sign of him.'

'I see.' The Frenchman was frustrated. Running an efficient courier and delivery service was not easy in a city of ten million people and three million vehicles, but became especially difficult when drivers went missing. The old saying that 'time is money' was never truer than in the courier business.

'I suppose you've tried calling his mobile?' asked Ibáñez.

'Yes, Mr Ibáñez,' said Min Su, 'but he's on voicemail. Or more likely it's the battery. The drivers' mobiles are so old, the batteries are flat by the middle of the afternoon.'

'All right. Thanks, Min Su,' said Ibáñez. 'Let me know as soon as you find out where he is. Oh, and listen, could you get in touch with Backchat Communications, and ask them to send us a proposal to renew our mobile phone fleet? They had an ad in the subway for phones with GPS. If we had those, we wouldn't have this problem. We desperately need to upgrade our technology.'

- 1 Why is Thomas concerned about Jung Ju?
- 2 Why do you think the saying 'time is money' is important in the courier business?
- 3 Jung Ju's mobile is on voicemail. How does Min Su explain this? What other explanations can you think of?
- 4 Thomas thinks GPS may help. Why is this useful for a courier firm?

3 Read the advertisement, then answer the questions.

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Bluetooth™  
courier  
flat  
fleet  
GPS  
handset  
keep up with  
won

## BACKCHAT COMMUNICATIONS

Most popular mobile phone deals    Monthly price plans and line rental

### Basic

400 minutes/month  
20,000 won/month\*  
Handset features:  
voice and text,  
built-in camera

### Smart

800 minutes/month  
40,000 won/month\*  
Additional features:  
mp3 player, video  
games, Bluetooth

### Hi-tech

1,200 minutes/month  
60,000 won/month\*  
Additional features:  
email, PDA, FM radio,  
TV, GPS

\* 12 months minimum    Discounts negotiable for 18- and 24-month contracts

- 1 Why are the Smart and Hi-tech plans more expensive than the Basic plan?
- 2 Why are Backchat prepared to negotiate discounts for longer contracts?
- 3 Which phone deal seems best for Seoul Deliveries' a) drivers? b) admin staff? c) managers?