

BROOKLYN



COLLEGE

VOIP: New Product Development and Product Life Cycle Strategies  
Professor Myles Bassell  
Bus 50.2 Marketing  
Brooklyn College

### Case Study **I Want My Voip**: New Product Development

1. What are the advantages and disadvantages to Rita of accepting the Time Warner offer? Think carefully through the process that Rita would have to go through to switch telephone services. What would you do in her place?
2. Write the first part of a marketing strategy statement for the Time Warner digital telephone offer. Include the target market and planned product positioning.
3. In what stage of the product life cycle is Internet telephony? Does the answer to this question vary across companies such as Vonage, Comcast, Time Warner, and Cox?
4. Why does bundling of services work so well for the cable companies? What are the advantages to both the consumer and company?
5. In your opinion, is Comcast's strategy a big risk or a wise move? Is the aggressiveness of other companies appropriate?