







## Cell Phone Comparison Chart

Name	Grades and Standards	Warranties Guaranties?	Pricing	Channels of Distribution	Positioning	Branding
Verizon	Has to pass the LTE standards	W: No G: Yes	\$40-\$279	Stores, Internet, Mail	Reliability, and quality	
Cellular One	Has to pass the PBX, LED and ADC standards	W: Yes G: No	\$50-\$272	Stores, Internet	Keeping a good image	
AT&T	Has to pass the LTE and 3G standards	W: Yes G: Yes	\$40-\$300	Stores, Internet	Reliable, Trustable company	
T Mobile	N/A	W: Yes G: Yes	\$70-\$290	Stores, Internet	Reliable	
Sprint	Has to pass the QA testing, cant give of a lot of radiation	W: Yes G: Yes	\$40-\$250	Stores, Internet	Reliable, quality, to target customers	
Alltel	N/A	W: Yes G: Yes	\$40-\$200	Stores, Internet	Good Quality, Affordable	
Centennial Wireless	N/A	W: Yes G: Yes	\$39-\$600	Stores, Internet	Loyal, and non-reliable	