

## **ABSTRACT**

*In this paper the author explains about the Business Plan Development of Mobile Virtual Network Operator at Telecommunication Industry In Indonesia. The paper aims to attract and encourage investors to participate in the field of alternative business telecommunications. As we know the competition in the mobile telecommunications industry in Indonesia has been touch the price war, if this competition still be there it will create bad impact of the telecommunications industry, when many market strategies that can be used for the competition between operators. Competition is not healthy and also causes a decrease in ARPU, so necessary for the Indonesian telecommunications provider to consider new strategic for more healthy competition. The Investor or the field of telecommunication invited and take opportunity.*

*One of the strategic business plan that should be considered and offered to Investor as Mobile Virtual Network Operator (MVNO). Business will be continue to grow and helps to create customer loyalty for products and telecommunication services. Strategic decision will be selection on the existing market situation, value added and needs the customer segmentation, as well as the environment, resources and strategic position of the company. The paper is more directed towards the strategic plan in view the desire and willingness of investors to reach profitability in the incoming and develop a new business.*

*Mobile Virtual Network Operator is one of innovation tool in getting the attention of the consumer brand of telecommunications products, where the facts have proved the success of the development of this product in Europe and the United States. This strategy has been successfully implementation as a marketing tool in the telecommunications provider to interact with the user or end user.*

*Mobile Virtual Network Operator is buying network capacity from one of the operator to customers and potential customers. Business plan in the scheme Mobile Virtual Network Operator does not need to have this capacity and have their own networks to participate in the competitive mobile industry, so that investors do not worry in the stock or embed obligation, because this business have prospects and become benefit to investors. Operators and customers will be get benefit from this, if the business is running properly, the operator can focus the company's core business strategy and prioritizing the sales and service to improve the brand's core product and many customers will be spoiled with choice and quality services from operator.*