



Mobile Market Development

Analysis of lastminute.com's M-Commerce Strategy

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Description: This case study introduces lastminute.com, an e-commerce company that encourages its customers to 'do something last minute', offering deals on flights, holidays, hotels, gifts, restaurants and entertainment. The company has worked to extend its presence beyond the fixed Internet into interactive TV and the mobile Internet. In this case study, we examine: The key differences between the e-commerce on the fixed and mobile Internet, and the implications for retailers, application providers and operators How customers perceive the effort and risk involved in m-commerce transactions The factors driving growth of lastminute.com's m-commerce channel The issues encountered in promoting customer adoption of the service Overcoming weaknesses through integration with existing systems Suggestions for operators to maximise the value of m-commerce through relationships with retailers, application providers and customers