

## Unit 1.5 Cell Phone Plan Research

These days, everyone has their own smartphone, but almost nobody pays the same price as their neighbor. There are dozens of companies that sell phones and phone plans, each having promotional rates that come and go every month.

In this project, you will conduct some basic research on the cost of buying a cell phone and getting a cell phone plan.

### Part 1: Price of a Phone

First Thing's First – you need a phone. Research your preferred smartphone and identify:

- a) The current retail price for a new phone.
- b) The list of key features you believe make this a better choice than other smartphones currently available on the market.

### Part 2: Prepaid or Contract?

Now you need to decide which company will provide you with a cellphone plan. Many phone companies will give you a phone for “free” when you sign a service contract, but you could also buy the phone yourself and use a prepaid cell phone plan. Lastly, most cell phone companies offer an “introductory” rate for new customers, but this expires after a few months and gives you a new, higher rate.

To make your final decision, compare 2 different phone companies to find the following information:

1. What is the monthly payment for the phone you want to buy through each company per month?
2. How much is this cost compared to the phone you bought separately instead of through the phone company?
3. What is the monthly payment of the cell phone plan you are most interested in, at the advertised price?
4. After the introductory period, what will be the monthly payment for the cell phone plan?



5. Calculate the total amount you would pay for each company with your preferred cell phone plan after three years (36 months) both if you bought your phone yourself, and if you get the phone from the cell phone company.
6. Show your conclusion on which is the best option, and why.
7. Based on your research between these two companies, do you think you would be able to find a better deal if you spent two full hours on researching different options between phones and companies? If so, how much do you think you could save?

In your responses, be sure to include references – particularly links to the original websites where you found the pricing data that you are referencing.