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month and by the end of 1996 its income was low enough to necessitate a report to shareholders.

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An independent regulated telephone company has established a computer services subsidiary that seems to remain unprofitable. Managers must determine whether it is profitable or not and consider changes in pricing or promotion that might improve profitability. A rewritten version of an earlier case.

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d. Reducing hours would reduce demand for commercial revenue hours by 20%, from 138 hours to 110 hours. At that level, the total contribution would be: $110 \text{ hours} \times (\$800 - \$71.5) = \$80,135$ or \$20,398 less than at present. c. An increase in promotion that would increase commercial

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Yes Prestige Data Services was problem to Tele company because the deliveries of equipment were delayed and the personnel had commanded higher salaries then expected and the most important was customer were harder to

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find then earlier estimate had lead the company to expect.

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Prestige Telephone Case Study - Prestige Telephone Co. Company Profile Prestige Data Services is a subsidiary of Prestige Telephone Company, a public utility. They are a computer data service company that does data processing for the parent company in order to sell computer services.

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In the case, the "commercial" price is 2
Ö L\$800/hour and the "intercompany"
price is 2 Ü L\$400/hour: $P_i = \$400/\text{hr}$.
Prestige Telephone Company Prestige
Data Services Commercial Customers PC
= \$800/hr Other "Commercial" Services.
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Individual Case Study – Prestige Telephone Prestige Telephone Company has established a computer services subsidiary, Prestige Data Services which specialize in offer data processing for

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telephone companies including its parent company and sell computer service to other organization.

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It is in Chapter 16 of the Accounting Text & Cases by Anthony, Hawkins & Merchant. It is case 16-2, titled "Prestige Telephone Company". It is also referred to as Harvard Business School case 197-097.

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