Dear OTA,

I was requested by my Professor to prepare a statement of strategy and Design a balanced scorecard of performance measures for AT&T Mobility Inc. to gain better insight into performance which I have already did below based on my assumption. Note: for further details about AT&T Mobility Inc. please see attached profile.

**Required:**

*Please write up for me with much more details under each point below.*

*N.B: I am expecting one page (approx. 400 - 500 words)*

*Regards,*

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| **Strategy:** | Grow revenue by focusing in the data products market with an emphasis on customer retention, the fastest and widest wireless network, and innovative new products and services to delight our customers |
| **Balanced Scorecard Strategy :** | Internal Business Process |
| **Main Objective(s) :** | Attractive product line (phones, tablets, smartphones, etc) |
| **Key Measure(s) :** | -% of highest rates products according to C|Net magazine (equal or above 3.5 star ratings) |
| **Targets:** | -80% |
| **Initiatives:** | -exclusive partnerships with suppliers  -good relationships w/ suppliers |
| **Extra Notes:** | Partnerships with other firms grow and maintain base of customers and supplies, # of exclusive contracts, appeal of partners |