



Executive Summary

The continuously growing number of mobile users demonstrates that more and more users seek to benefit from the freedom afforded without the need for cables. This new generation of customers does not only wish to perform calls, but also wants to surf on the Internet and use electronic services. According to Forrester Research, by 2004, 219 million users will access the Internet via mobile phone

The use of mobile phones for the implementation of electronic business transactions is additionally boosted by increasingly new technologies, such as Wireless Application Protocol (WAP) and Bluetooth. Technological developments are announced daily. This development also facilitates completely new and innovative applications in the mobile e-Business sector

Mobile commerce, also known as mcommerce, is the driving force in ecommerce. The increasing convergence of mobile telecommunications and the Internet as well as the growing number of added value services for mobile devices will result in a new e-commerce boom. This is the consensus of leading market research and consulting companies. Investigations reveal that worldwide growth in mobile commerce will grow at a faster rate than traditional ecommerce

There are numerous approaches to offering the mobile internet and varied roles to play in the emerging value chain, all presenting myriad opportunities for operators, manufacturers and content/application providers

As a result of our analysis we identified some relevant issues that will be key success factors to consider by companies competing in a mature m-commerce market. Some of these issues are

- Consumers will reap the greatest rewards,

- Players will need to form grand alliances to survive,

Devices will be commoditized, while those companies providing services will generate the bulk of profits

Retailers will again be the big losers

The big winners will be existing companies with substantial non-mcommerce revenue

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