From the Brightly Setting Sun

When Sun Cellular entered the scene, the two 'giants', namely Smart and Globe, did not feel threatened by the newcomer. Sun was left behind and in need of a plan to lure more subscribers to their network.

Oct. 21, 2008 - PRLog -- Back in the later years of 2000, there were only 2 telecommunication service providers in the Philippines These are Smart Communications and Globe Telecom. These companies are the biggest competing telecommunication companies back in those days. No one can ever compete against them, but that was what everyone had thought. They didn’t expect that there will be another one that could top these two big telecommunication companies, and this came from a brightly setting sun.

Amidst the battling companies, here came another telecom company called Sun Cellular. At first, people didn't bother to look at what Sun Cellular has to provide, and that includes the two battling companies Smart and Globe. Blame it to poor marketing strategy or poor network management, but the two major companies Smart and Globe didn’t even notice that Sun was even there on the battle scene nor were they even aware that it even came out. This left Sun behind and in need of a plan to lure more subscribers to their network. This gave birth to a service that everyone has dreamed of having, an Unlimited call service.

Check out the Cellular Mobile Philippine Phone Sun to get more information about Sun Cellular and on how to send it back home.

Sun Cellular, formally known as Digitel Mobile Philippines, Inc., is a mobile telecommunication service provider in the Philippines that begun its operations in 2003. The company is a wholly-owned subsidiary of Digital Telecommunications Philippines, or Digitel.

Though a latecomer, Sun Cellular never gave up their battle against the two battling biggies of the telecommunication plane which are Smart and Globe. And this led for Sun Cellular to come up with a strategy that these two giants haven't thought about, and that is providing an Unlimited call and text service.

Get some information about Sun Cellular with Cellular Mobile Philippine Phone Sun.

Sun Cellular gained popularity because of its "24/7" offer of unlimited text messaging and calls for a fixed price for Sun-to-Sun transactions. This led competing networks Smart Communications and Globe Telecom to offering similar but higher-cost plans.

In an interview with a former CEO of Sun Cellular, it was known for a fact that before Sun entered the market, the competing giants Globe and Smart had been running smoothly and were competing for the same price of service, while lower providers (called "Branches") namely Touch Mobile and Talk n' Text, offer low prices on calls and services.
Sun used this strategy to lure customers, and sure enough, the population of Sun subscribers grew each week. Globe and SMART, who were caught unaware with this powerful strategy, were forced to follow. Sun, today, provides the best offers and services for its subscribers. Sun Cellular is branded as the fastest growing network in the Philippines. In fact, according to an insider working for Sun, the network’s cell towers will match those of Globe’s by the end of 2008.

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