

## ABSTRACT

The cellular wireless technologies have been developed in series of generation's from first generation (1G) using analogue technique to second generation (2G) using digital technique and more improved in relation to 1G in term of voice quality and services but was still limited of multimedia support, speeds of data transfer and global roaming capability. Today, third generation (3G), which also uses digital technique and more support of multimedia has greater speeds of data transfer as well as global roaming.

This project presents the study and analysis of third generation (3G) wireless networks it gathers information from different sources and uses the existing technology management knowledge's and tools, these tools include 3G SWOT analysis, 3G business model analysis, comparison of 3G, benefits of 3G for operators and users and technical feasibility study of 3G.

The results of the study and analysis of 3G wireless networks presents the advantages of 3G in term of high speeds data, more support for multimedia applications and global roaming capability. This study also presents other advantages, which include the limits of 3G in terms of technical upgrading (network infrastructure, vender technology) and in term of 3G business factors, costs investment (CAPEX and OPEX) and stakeholders (VAS, ISP, content providers) to be involved in its business.