This thesis analyzes the Czech mobile market which has recently undergone significant changes. It focuses on the prepaid plans and low-cost postpaid tariffs and compares offers of all three full-fledged mobile operators which are currently available and the tariffs provided by the mobile virtual operators. The aim is to determine the cheapest option for different levels of consumption. To compare the prices of mobile services provided by the individual operators, the OECD basket methodology was established. The ČTÚ adopted this approach and adjusted it in order to reflect specific patterns of the Czech mobile market. Both of these methodologies were employed. The mobile baskets include a voice and text usage and in addition, some of them take into consideration the growing demand for mobile internet and thus, a certain amount of data is added to these baskets. The results show that the virtual operators are able to compete with the full-fledged operators in providing services even to customers with a relatively high consumption. Furthermore, the thesis seeks to identify possible distortions within the operators' offers, which occur when a customer with a certain consumption is better off choosing a prepaid tariff over the postpaid even though the postpaid tariff is supposed to cover this usage for a lower price. The results reveal that such situations occur within the offers of all three regular operators, suggesting that some of the tariffs evince a certain amount of inefficiency.