

# Microsoft South Africa: Corporate Entrepreneurship and Innovation



**Overview**

- Company background
- Case summary
- Company SWOT analysis
- Answers to the Questions
- Suggestions from class

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**Company background**

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**Case summary**

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Challenges | Solutions | Social and Economic Value

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**Company's SWOT analysis**

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|                    |                 |
|--------------------|-----------------|
| <b>Strength</b>    | <b>Weakness</b> |
| <b>Opportunity</b> | <b>Threat</b>   |

**Answers to the Questions**

**Thecasesolutions.com**

**GROUP: BANCO**  
**STUDENT:**  
**ZHONG HUIMIN (52012012011)**  
**ZESHAN AHMED**  
**SHANI(5822012013)**

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**Case summary**

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**Challenges**

- Data Management
- Risk Management
- Customer Service
- Marketing
- Financial Planning
- Social and Economic Value
- Strategic Planning
- Human Resources
- Technology
- Innovation
- Sustainability
- Compliance
- Risk Management
- Customer Service
- Marketing
- Financial Planning

**Company's SWOT analysis**

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**Strength**

- Good reputation
- High quality products
- Strong financial position

**Weakness**

- Low market share
- High operating costs

**Opportunity**

- Expansion into new markets
- Diversification into related products

**Threat**

- Intense competition
- Economic downturn

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# Company background

## Company's Background

- Established in 1990 as a nonprofit
- Become a financial micro-loan institution in Mexico city in 2000
- The largest Micro-finance in Latin American serve more than 2.5 million clients

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## Company's Mission



Provide opportunity to low-income entrepreneurs in Mexico to enhance people's life

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## Sectors

### Credit division

- Woman Credit
- Additional Credit
- Home Improvement Credit
- Solidarity Credit
- Individual Credit

### Insurance division

- Life Insurance
- Integral Insurance

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# Case summary

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### Challenged

- Fraud
- Slow Customer Service

### Solutions

- Data Warehousing
- Project Rollout
- Roadmap: A Visual Planning Model

### Social and Economic Value

- Social value
- Humanitarian Value



*Resource: From text book*



# Company's SWOT analysis

## Thecasesolutions.com

### Strength

- Good reputation
- Huge market with 2.5 millions clients

### Opportunity

- Invest in data-warehouse solutions
- Expand its Operations, Service and Client base

### Weakness

- Poor data quality
- Poor customer service

### Threat

- Face a high risk of Fraud
- Competitors
- Economic crisis