Microsoft South Africa: Corporate **Entrepreneurship and Innovation**







GROUP:BANCO STUDENT:

Thecasesolutions.com

ZHONG HUIMIN (52012012011) ZESHAN AHMED SHANI(5822012013)

Answers to the

Microsoft South Africa: Corporate Entrepreneurship and Innovation







GROUP:BANCO STUDENT: ZHONG HUIMIN (52012012011)

Answers to the Questions

ZESHAN AHMED SHANI(5822012013)

Overview

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

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

Thecasesolutions.com



Sectors

Credit division

Insurance division Life Insurance

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

Thecasesolutions.com





Integral Insurance

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

Company's Mission



Provide opportunity to lowincome entrepreneurs in Mexico to enhance people's life

Sectors

Credit division

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

Insurance division

- Life Insurance
- Integral Insurance





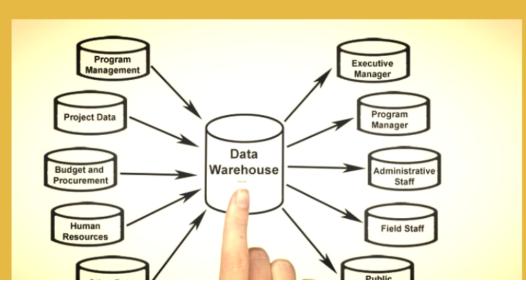
Case summary

Thecasesolutions.com

Challenged

Solutions Social and Economic Value

- Fraud
- Service
- Data Warehousing
 Social value
 Ustomer
 Project Roollout
 Humanitarian Slow Customer Project Roollout
 - Roadmap: A Visual Planning Model
- 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 datawarehouse 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