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References

- An interview with one of Vodafone's agents and one of its customer agents representative
- An interview with one of Etisalat's agents
- <http://www.case-solutions.net/past/pastcases/vodafone-egypt-egypt.html>
- Vodafone's Egypt and Vodafone's website
- Ministry of telecommunication and information website: <http://www.mti.gov.eg/>
- Alex bank economic research division sector survey: ICT of January 2011

Vodafone in Egypt: National Crises and their Implications for Multinational Corporations (A) TheCaseSolutions.com



SWOT Analysis

Industry Analysis

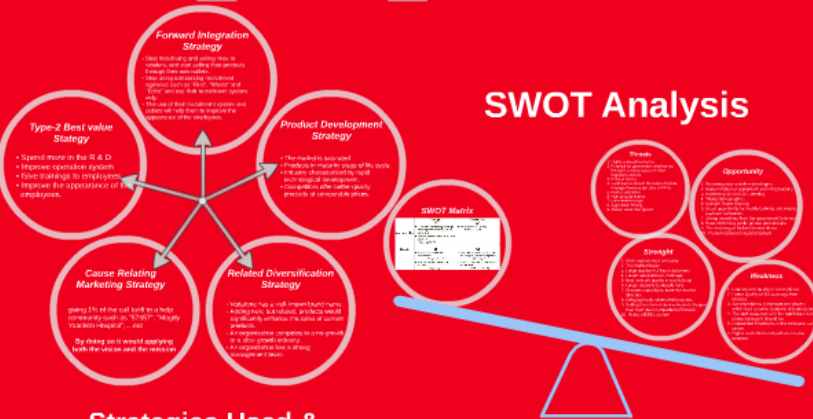
TheCaseSolutions.com

Company Overview

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Strategies Used & Recommendations

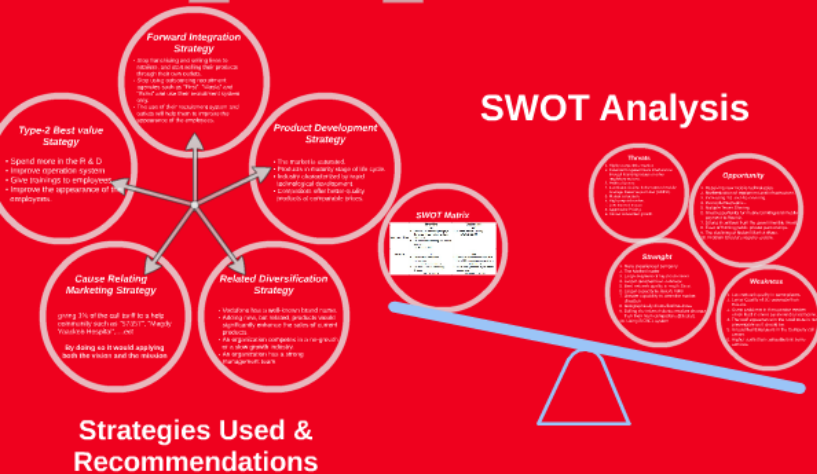


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References

- An interview with one of Vodafone's agents and one of its outdoor sales representative
- An interview with one of Etisalat's agents
- <http://www.etisalat.com/egypt/en/about-etisalat/etisalat-mobile-egypt>
- Vodafone's Egypt and Vodafone's website
- Ministry of telecommunication and information website: <http://www.mct.gov.eg/>
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Industry Analysis

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Company Overview

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Vodafone Egypt

Vodafone Egypt is a leading
communication provider

History main events

• 1998
• 2002
• 2008
• 2009
• 2011
• 2014

Vodafone

- Vodafone Group Plc is the world's leading mobile telecommunication company
- Vodafone has 302.6 million proportionate mobile customers across the globe.

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Mission

Our mission is to be admired as a diverse ethical company operating responsibly and providing products and services that enable a more sustainable society for our customers and our community by being the leading telecommunications company(2,7) for demonstrating a responsible, ethical and honest behavior(6); promoting a greener environment and eco-efficiency, contributing to our community development with a focus on children's well-being and youth development; and developing sustainable products and services for customers with special needs(8). Employee giving programs and engagement is key to all activities.(9)

Reference: Egypt's Vodafone's website
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Vision

Vodafone can help to transform societies by bringing innovative products and services to our 401 million customers, 60% of whom live in emerging markets.

Reference: Worldwide Vodafone's website.

TheCaseSolutions.com

Vodafone

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Vodafone Egypt

- Vodafone Egypt is a total communication provider

History main events

- 1998
- 2002
- 2006
- 2007
- 2011
- 2014

Vision

Vodafone can help to transform societies by bringing innovative products and services to our 404 million customers, 68% of whom live in emerging markets.

Reference: Worldwide Vodafone's website.

TheCaseSolutions.com

Mission

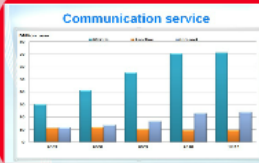
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Industry Analysis

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Egyptian Mobile line service History

- 1998
- 2000
- 2003
- 2006
- 2007

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Market share by 2012



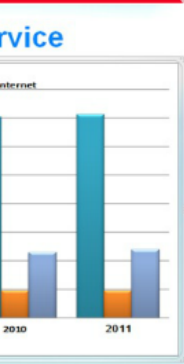
Egyptian Mobile line service External Analysis

Opportunities

- Multiple Tower Sharing
- Emerging economy
- Young demographic
- Expat population
- Mobile banking and mobile payment

Threats

- Political Unrest
- The entrance of the new government company
- High prepaid market
- Low internet usage
- Aggressive Pricing
- Market saturation



Egyptian Mobile line service History

- 1998
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