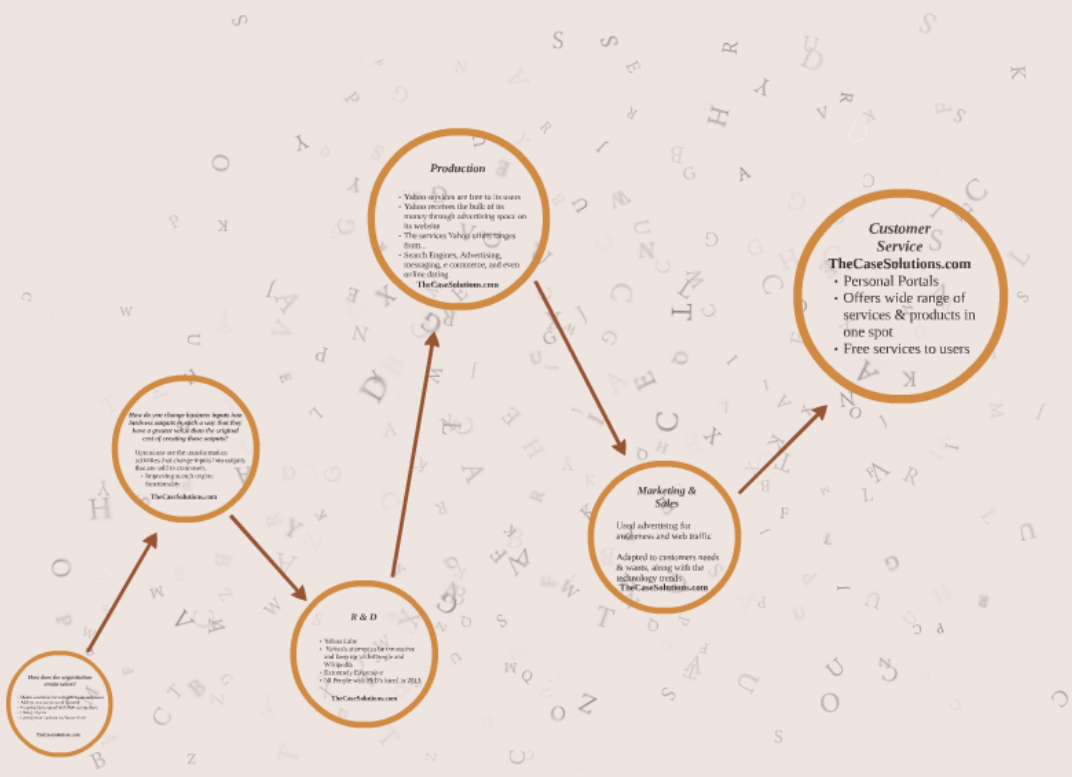
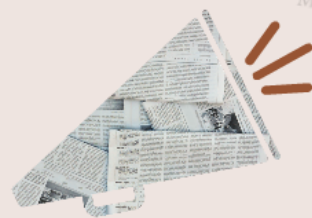


Valuing Yahoo! in 2013
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How does the organization create value?

- Makes searching for websites easier and faster
- Adding new content and features
- Keeping up to speed with their competitors
- Hiring experts
- Giving more options to choose from

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How do you change business inputs into business outputs in such a way that they have a greater value than the original cost of creating those outputs?

Operations are the transformation activities that change inputs into outputs that are sold to customers.

- Improving search engine functionality

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R & D

- Yahoo Labs
- Yahoo's attempt to be innovative and keep up with Google and Wikipedia
- Extremely Expensive
- 50 People with PhD's hired in 2013

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Production

- Yahoo services are free to its users
- Yahoo receives the bulk of its money through advertising space on its website
- The services Yahoo offers ranges from...
- Search Engines, Advertising, messaging, e commerce, and even online dating

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Marketing & Sales

Used advertising for
awareness and web traffic

Adapted to customers needs
& wants, along with the
technology trends

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Customer Service

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- Personal Portals
- Offers wide range of services & products in one spot
- Free services to users

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