

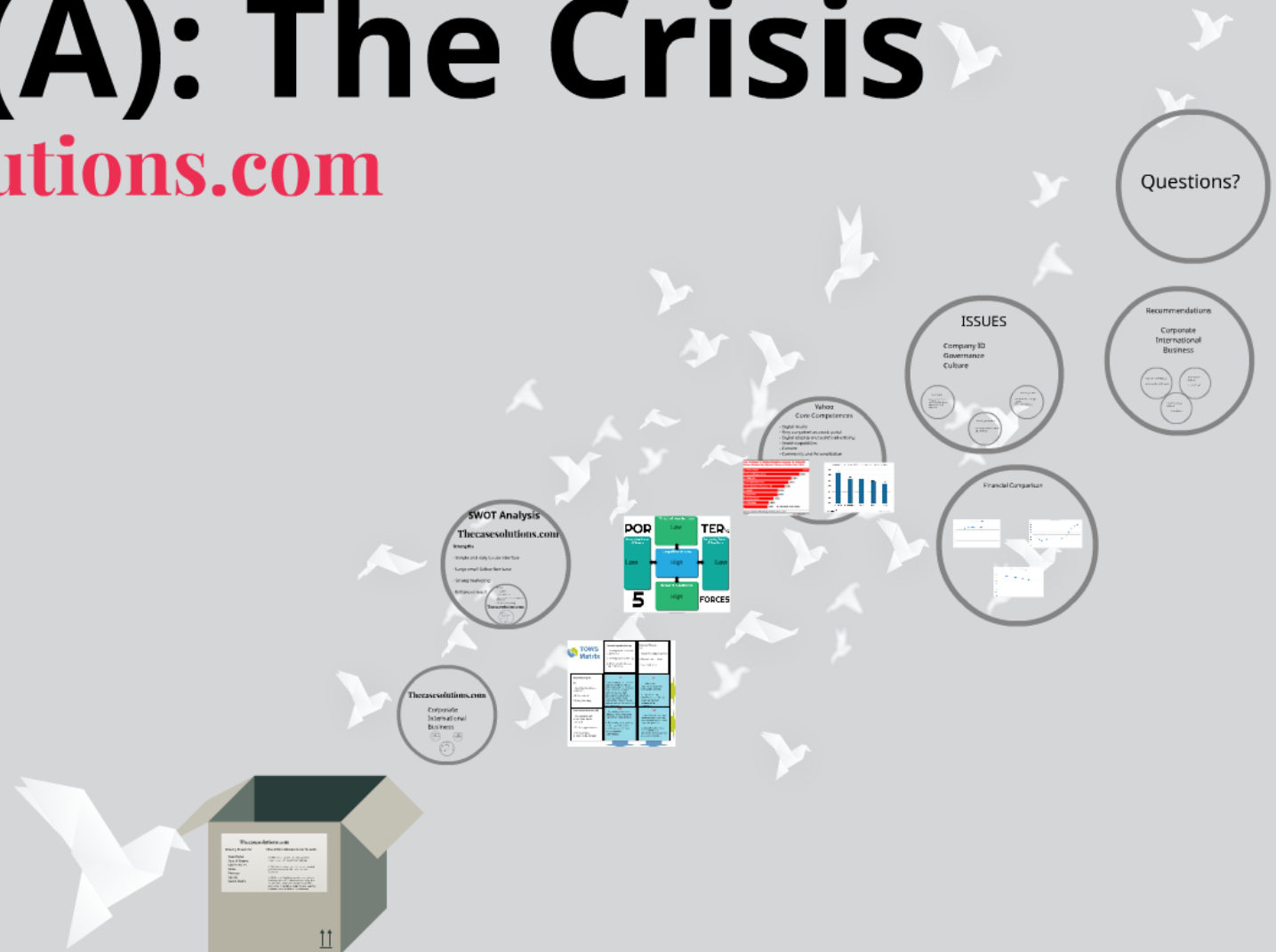
LEGO (A): The Crisis

TheCaseSolutions.com



LEGO (A): The Crisis

TheCaseSolutions.com



Thecasesolutions.com

Globally Known for

Web Portal
Search Engine
Mail Services
News
Finance
Sports
Social Media

Yahoo mission statements over the years

2007-To connect people with their passions, communities, and the world's knowledge

2011-Yahoo!'s mission is to be the most essential global Internet service for consumers and businesses

2015-We create highly personalized experiences that keep our users connected to the things that matters most, across devices and around the world. In turn, we deliver value for advertisers by connecting them with the right audiences

Thecasesolutions.com

Corporate International Business



***Yahoo Corporate level
Strategy is
Acquisitions***

Thecasesolutions.com

Stamped
OnTheAir
Snip.it
Alike
Jybe
Summly
Astrid

GoPollGo
MileWise
Loki Studios
Tumblr
PlayerScale
GhostBird
Rondee

Bignoggins
Qwiki
Xobni
Ztelic
Lexity
Alibaba

Rockmelt
IQ Engines
Hitpost
BreadCore



International Level
Strategy

Thecasesolutions.com

Transnational



Business Level
Strategy

Thecasesolutions.com

Low cost Leadership

SWOT Analysis

Thecasesolutions.com

Strengths

- Simple and easy to use interface
- Large email Subscriber base
- Strong marketing
- Enhanced reach

Weakness

- Hiring process
- Poor market position
- All of its packaged services are available from other sources.
- Slow advancement technology

Thecasesolutions.com

Opportunities

- Services of the brand
- Creating market for mobile applications
- Creating a global advertising
- Mobile app each business solutions
- For government and non profit



reach

Weakness

- Hiring process
- Poor market position
- All of its packaged services are available from other sources.
- Slow advancement technology

Thecasesolutions.com

Opportunities

- Revision of the brand
- Growing market for mobile expenditures
- Growing digital advertising
- Partnerships with telecommunications
- Target international markets

Threats
- Intense competition
- Quality of service