



VOXIVA PERU (B):

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CLOSING THE DIGITAL DIVIDE IN ORDER TO SERVE THE  
BOTTOM OF THE PYRAMID



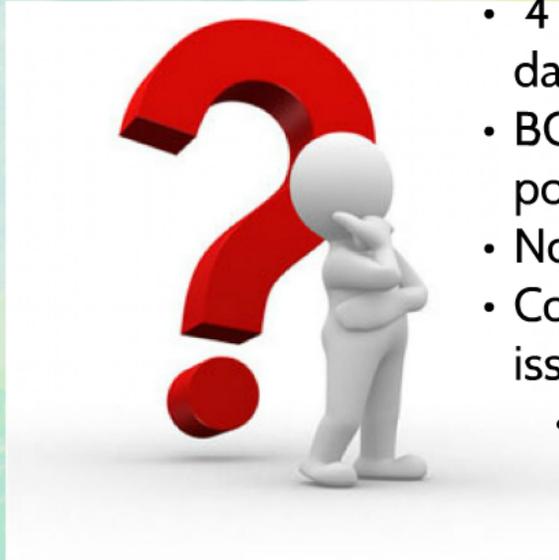
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# Situation Analysis

- Key issues:



- 4 billion people making \$2 per day
- BOP makes up 3/4 of the population
- Not seen as a desirable market
- Consumer cash flow is a major issue
  - Weakened economic condition that cause an unstable government

- Key players:

- Government
- Companies/ businesses
- BOP consumers



# SWOT

## Strength

- Current successful strategies:
  - Motorola
  - Indian conglomerate (ITC)
  - Comex implementing finance plan



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## Threats

- Shifting from rural to urban cities
- Not engaging in Installment opportunities
- Government policies/ disagreements



## Weaknesses

- Poor will not accept technology
- Limited market analysis
- Customers couldn't afford products
- Sales and Distribution challenges
- Uncertain Cash flow



## Opportunities

- Develop suitable products
- Competitive advantage
- Over ruling government instability





## Problem Identification

- BOP has the inability to afford most products
- Low income leads to unreceptive technological advances
- Companies are unsure how to approach marketing to these consumers

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# causes

- No relevant products
- doesn't provide needs and incentives
- Lacking government stability
- No promotion in rural areas
- Undesirable market assumption

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## **Alternative Solutions**

- Reducing upfront payments (credit)
- Offering single packaged products
- Low cost and high quality products
- Developing a more accessible market channel



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## Decision

Ethical business  
is possible as  
long as it  
benefits the  
BOP consumers



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## **Implementaion Strategy**

- Create products relevant to needs and lifestlye of BOP
- Develop accessibility
  - providing jobs (sales people)
- Affordable price & good quality
- Gainging government support