



Virgin Group: Finding New Avenues for Growth, Chinese Version

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Outline

- The History of Virgin Group
- The Virgin Brand
- Group Structure
- Diamond Framework
- Competitive Advantage
- SWOT
- Porter's 5 Forces
- Corporate Strategy
- KSF
- Recommendation

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Businesses



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The Virgin Brand

- The “golden goose”
- Successful diversification
- Universal appeal
- Important for recruiting
- Challenging for new investments

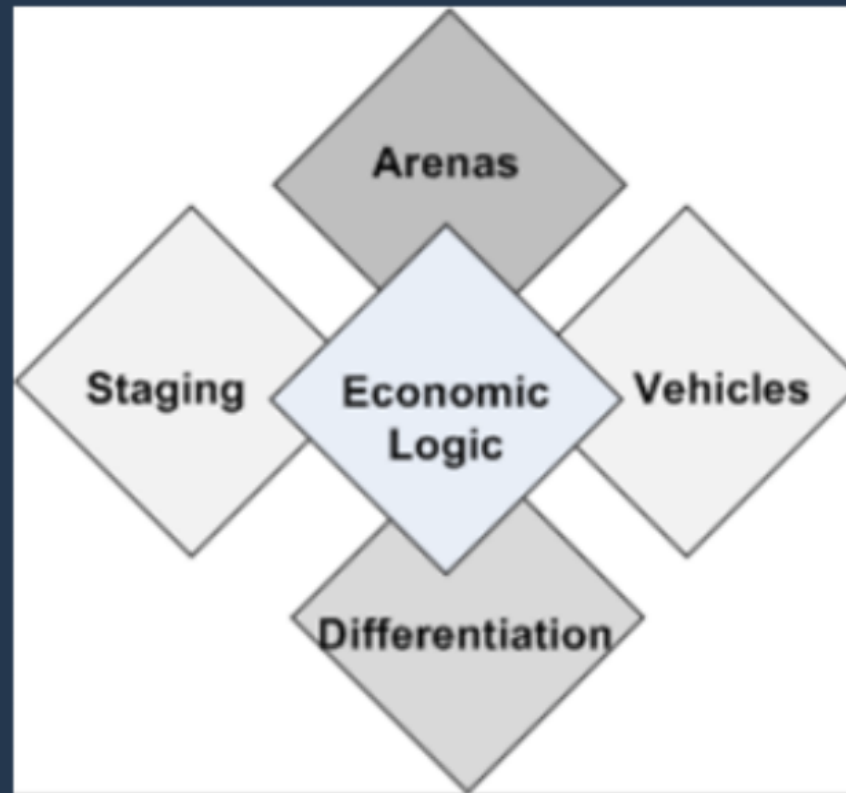
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Group Structure

- Holding and operating companies linked by the Virgin trademark
- Virgin Group Holding, Virgin Management
- Shareholders who “add value”
- Trade licensing agreements
- “The real control power of the Virgin Group lies in their brand”

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Diamond Framework



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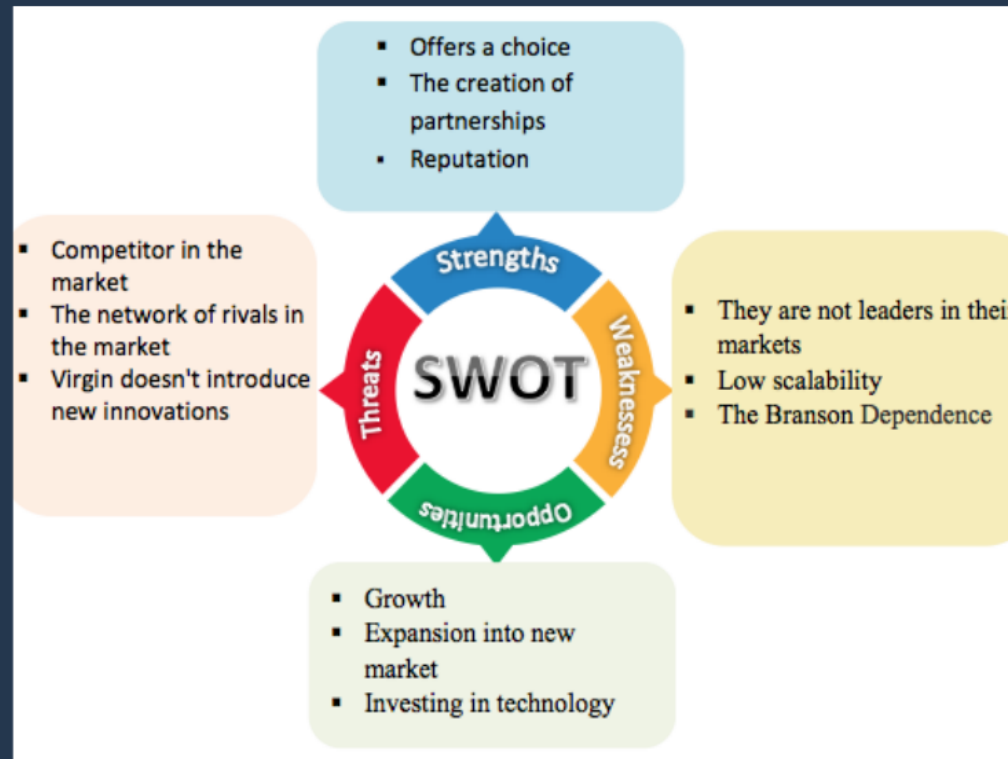
Financial ratios
Business strategy
Case studies
Business plan
Business model
Business valuation

Competitive Advantage

- Competitive prices and high quality services
- Strong leadership
- Various multiple sources of revenue
- Capacity
- Growth

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SWOT



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