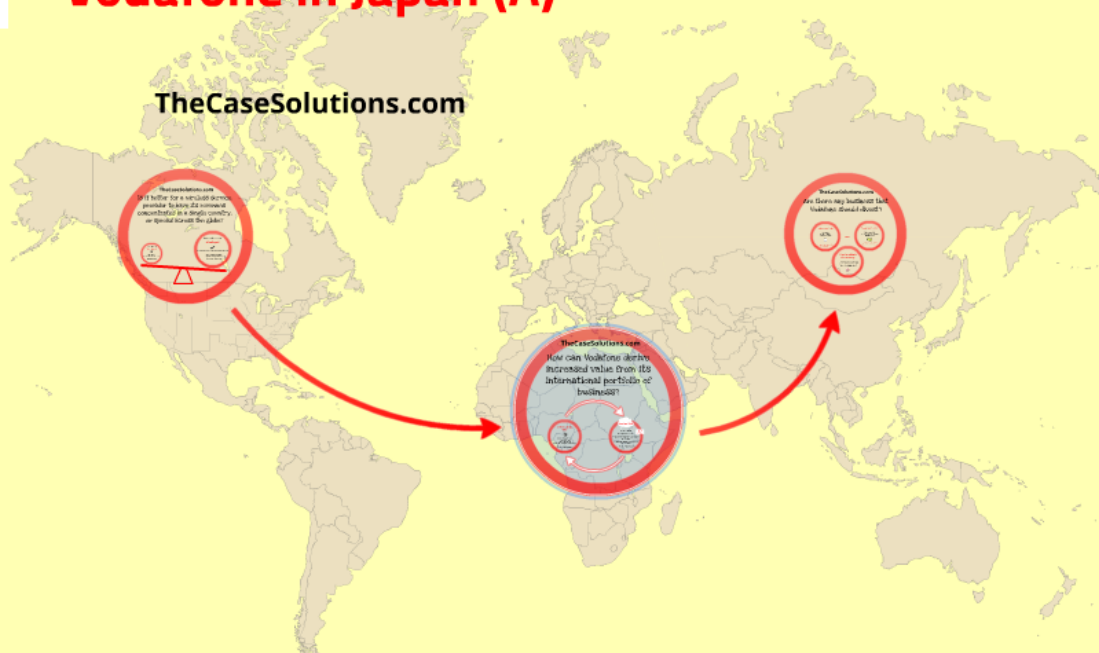




Vodafone in Japan (A)

TheCaseSolutions.com





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Is it better for a wireless service provider to have its revenues concentrated in a single country, or spread across the globe?



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Disadvantages



High Fixed Costs

Technical differences across countries

Customer preferences

TheCaseSolutions.com

Advantages



Economies of learning & Economies of scale

- entering new markets
- operational processes
- marketing advantage

How can Vodafone derive increased value from its international portfolio of business?



Vodafone global value



Attract new companies
Strong influence
Shared Knowledge
Sustainable competitive advantage

TheCaseSolutions.com

Vodafone 2015

Exploit mobile data

Build up corporate business

Emerging markets: smart data pricing, low cost smartphones

Standard and simple business across and within countries

TheCaseSolutions.com

Vodafone
Global
Enterprise

TheCaseSolutions.com

Are there any business that
Vodafone should divest?

Mature Markets

Lack of control
Technical problems
Customer preferences



Japan, China, France, etc
Verizon buyout

VERSUS

Emerging Markets

Market potential
Joint ventures & acquisitions
High Fixed Costs



South Africa, India and Ghana

**Divest according to
the new strategy**

Improving operational performance

"Driving shareholder return"

