

Terri Dean at Verizon Business (A)



Thecasesolutions.com

Terri Dean at Verizon Business (A)



Thecasesolutions.com

Company Introduction



- New York City
- 102.8 million subscribers
- Voice, data, and video service



Thecasesolutions.com

Internal Analysis



Key Success Factors: Wireless Telecommunications Industry

- Economies of scale
- Exclusivity of product
- Level of network coverage
- Technological innovation
- Strategic alliance outside the industry
- Customer satisfaction



Thecasesolutions.com

Value Chain

Inbound logistics: product variety

Operations: "The world's most reliable and largest coverage network"

VRIO

| Value | Rare | Inimitable | Organized to exploit | Type of Competitive |

Value Chain

Inbound logistics: product variety

Operations: “The world’s most reliable and largest coverage network.”

Outbound logistics: retail stores, online stores, and third-party wholesalers

Marketing and Sales: “Can you hear me now?”

Service: 24/7 customer service hotlines, online account service

Thecasesolutions.com

VRIO

	Value	Rare	Inimitable	Organized to exploit	Type of Competitive Advantage
Customer Service	Yes	No	Yes	No	Parity
Advertising Capability	Yes	Yes	No	Yes	Temporary
Product Variety	Yes	No	No	Yes	Parity
Expansive Network Coverage	Yes	Yes	No	Yes	Sustainable

Thecasesolutions.com

Strategic Strengths and Weaknesses

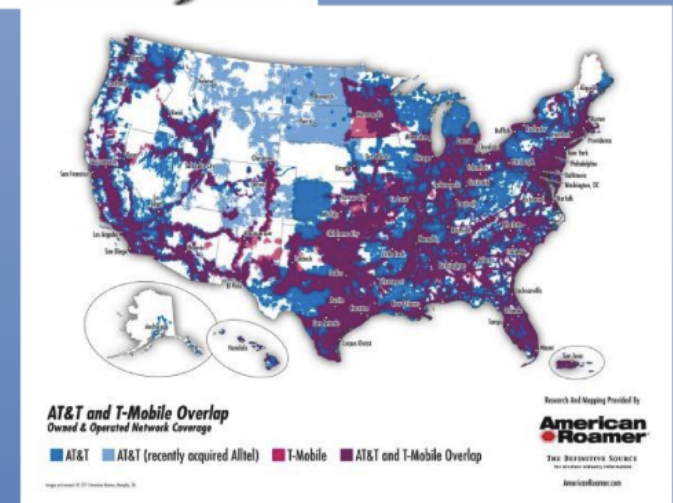


Strengths:

- Network coverage
- Reliable service
- Ability to charge high prices

Weaknesses:

- Product variety



Thecasesolutions.com

External Environment

- Characterized by six factors
 - Globalization and Labor markets
 - 2007-2009 recession
 - Political Landscape and Regulation
 - Democrat majority--Affordable Care Act

Task Environment

- External sectors:
 - Industry sector
 - Market sector
- Opportunities:
 - Expanding the 4G LTE network
 - Growing demand for mobile technology

External Environment

- Characterized by six factors
 - Globalization and Labor markets
 - 2007-2009 recession
 - Political Landscape and Regulation
 - Democrat majority--Affordable Care Act
 - Unions
 - CWA and IBEW
 - Culture trends
 - Smart phones and tablets

Thecasesolutions.com

Task Environment

External sectors:

- Industry sector
- Market sector

Opportunities:

- Expanding the 4G LTE network
- Growing demand for mobile technology

Threats:

- Government regulations
- Competitor organizations

Thecasesolutions.com