

Value proposition

Value proposition

Current strategy

Relevant financial reports

SWOT analysis

Strategic alternatives

Mission statement

Western Asset
Arbitrage
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Recommended strategy

Strategic question

Conclusion

Company overview

Thank you
for your attention

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Western Asset Arbitrage

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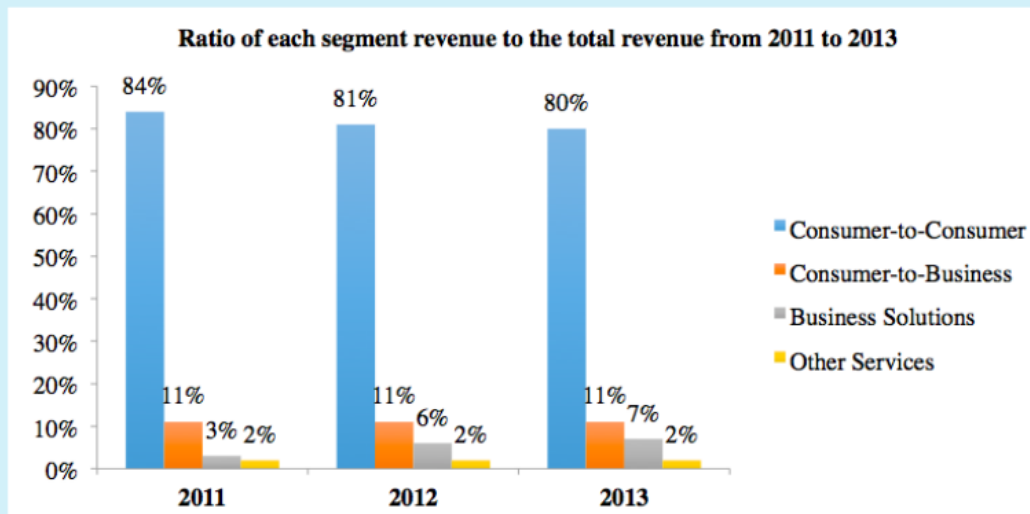
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Company overview

Industry: Money transfer

Business segments: C2C, C2B, B2B



Strategic question

"What strategy should Western Union take to maintain its sustainable competitive advantages and invert its declining profitability?"

Reasons for the strategic question:

- increasing competition
- declining profitability

Mission statement

Current mission statement:

"Western Union connects people and businesses around the globe by providing fast, reliable and convenient ways to move money."

Recommended mission statement:

"With every expansion of its service provider locations network, Western Union connects more and more people and businesses around the globe by providing fast, reliable ways to move money."

Current strategy

"To deliver customer customization to consumers in the global remittance market by providing them with fast and diverse money transfer options."

Value proposition

- Fast money transfers
- Multiple option of transfers
- Personal assistance

Relevant financial aspects

In overall:

Higher indebtedness

Lower operating income and net income

C2C segment: -5% in operating income margin

C2B segment: - 3% in operating income margin

B2B segment: +8% in operating income margin