

Outline

Core competencies

Three approaches and the key of success

Outsourcing

A comparative analysis
of advantages and disadvantages

Supplier relationships

Major concerns for an agreement



Agreement structure

Reverse agreement

Concerns from a supplier point of view

Conclusions

Questions and general discussion

airtel

Bharti (Airtel) Harvard Case Solution & Analysis

TheCaseSolutions.com



Main ideas?

Knowledge of
the local market



Main ideas



The potential of 300-400 million
Indian phone customers



You Tube

Knowledge of
the local market



Main ideas

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Main ideas



The potential of 300-400 million
Indian phone customers

Competitive advantage analysis

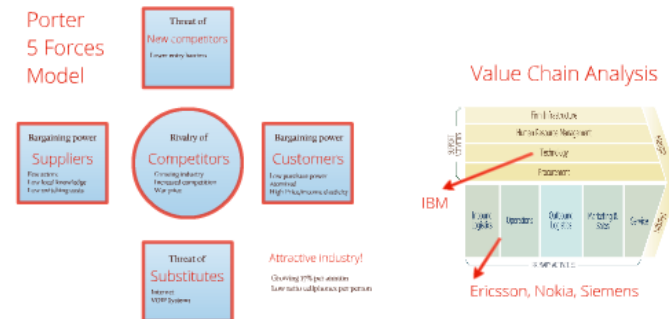
Peng's Institution Based View



Barneys's Resource Based View



Porter's Industry Based View





Government role

Liberalization of the Indian telecommunication market
First-Mover Advantage: 25% market share 'o6

Market role

High competition
Network as key asset
Cultural linguistic barriers
Political and legal Indian system

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