

# Vodacom Tanzania PLC Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Vodacom Tanzania PLC Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Vodacom Tanzania PLC and its competitors. This provides our Clients with a clear understanding of Vodacom Tanzania PLC position in the [Communication Services](#) Industry.

The report contains detailed information about Vodacom Tanzania PLC that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Vodacom Tanzania PLC. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Vodacom Tanzania PLC financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Vodacom Tanzania PLC competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Vodacom Tanzania PLC business.

## **About Vodacom Tanzania PLC**

Vodacom Group Limited, through its subsidiaries, provides mobile communications and related services in South Africa, Tanzania, the Democratic Republic of the Congo (DRC), Lesotho, and Mozambique. The company operates as a subsidiary of Vodafone Group plc.

The company provides a range of communications products and services, including voice, messaging, broadband and data connectivity, and converged services. It offers converged business network and related IT services to the enterprise market.

### **Business segments**

#### **South Africa**

#### **Products and services**

Vodacom SA operates mobile network in South Africa

Mobile voice: Vodacom offers contract customers a range of mobile service packages, including hybrid packages, which allow customers to contract for a specific level of

airtime which can be topped-up with additional value by purchasing prepaid vouchers. Vodacom offers various prepaid products, such as Vodago, Smartstep, and 4U. Vodacom SA offers Yebo4Less in South Africa, a prepaid tariff plan offering discounts to the base call rate depending on available network capacity at a specific location at different times of the day. Voice services include outgoing and incoming calls, international roaming, interconnection and incoming visitor roaming.

**Mobile messaging:** Vodacom offers its customers mobile messaging services such as SMS, MMS, premium rate SMS, including USSD, and MMS, SVS, bulk SMS and MMS, and WAP services. Vodacom SA provides the USSD-based Please Call Me service, which enables a customer to send a free SMS requesting a call back. Vodacom SA offers SVS (short voice service), which allows users to send and receive voice messages approximately 30 seconds long.

**Broadband data and connectivity:** Vodacom offers broadband connectivity and Internet access services using various technologies, such as GPRS, EDGE, 3G, HSDPA, HSUPA, WiFi, WiMAX, and VSAT. Vodacom SA offers a commercial 3G product in South Africa. In April 2009, Vodacom SA launched Broadband Standard and Broadband Advanced, allowing data bundle carry for approximately a maximum of 60 days for all customers irrespective of the data bundle (Standard or Advanced) chosen.

**Converged ICT services:** Vodacom Business was launched in February 2008 and offers a total communications service portfolio to corporate customers. Vodacom Business services include nextgeneration IP voice, managed networks and infrastructure, Internet access, hosting, and storage.

## International

Vodacom owns mobile network operations in Tanzania, the DRC, Mozambique and Lesotho, with a combined 12.0 million customers. Its products and services include BlackBerry in Tanzania and 3G in Lesotho, focused sales and marketing campaigns, and enhanced network coverage were the main drivers of this pleasing growth.

In Tanzania, the company offers the money transfer service, Vodafone M-PESA, in partnership with Vodafone Group, with accelerating uptake. Vodafone M-PESA is also under consideration for Mozambique and the DRC.

**Mobile voice:** Mobile voice services are offered through contract and prepaid packages, as well as public payphone services. Voice services include outgoing and incoming

calls, international roaming, incoming visitor roaming and national roaming.

**Mobile messaging:** Vodacom offers its customers mobile messaging services such as SMS, MMS, premium rate SMS, including USSD, and MMS, SVS, bulk SMS and MMS, and WAP services.

**Broadband data and connectivity:** Vodacom offers broadband connectivity and Internet access services using various technologies, such as GPRS, EDGE, 3G, HSDPA, HSUPA, WiMAX and VSAT.

Vodacom Tanzania offers a 3G offering in Dar es Salaam. In July 2008, data bundles for prepaid customers were introduced in Tanzania and BlackBerry was launched in 2008.

**Converged services:** In Mozambique, Vodamail (free email) and Vodakool, the news and information portal to Vodacom, are offered. Vodacom Lesotho offers Vodacom Small Office Home Office (SoHo) packages, a fixed wireless home solution. In April 2008, Vodacom Tanzania launched Vodafone M-PESA, a financial payment service in partnership with Vodafone Group.

#### Gateway Telecommunications SA (Proprietary) Limited

Gateway provides satellite and terrestrial network infrastructure and interconnection services for African and international telecommunications companies. Gateway also provides a range of connectivity solutions to multinational corporations operating across Africa.

**Carrier voice services:** Gateway offers African interconnection to international operators for the completion of calls originated internationally, as well as international network connection for African operators for the completion of international calls. Carrier voice services include intra-Africa network connectivity for the completion of calls between African operators.

**Carrier data services:** Gateway's data services include national connectivity to allow mobile operators to connect switches and cell sites within a particular country. International leased-lines for voice, data and signaling traffic are provided. Gateway offer high speed Internet connectivity to mobile operators to support the roll-out of GPRS and 3G services. Gateway designed Africa IPJetDirect for African MNOs who provide GPRS, EDGE or 3G services.

Business services: Gateway offers private satellite networks (VSAT) to major multinational corporations for their IT applications, data and voice communications. These services include managed data network services using MPLS, Frame Relay and ATM for business critical communications and access to Gateway's e-Commerce services. Corporate Internet access is provided through both satellite and terrestrial transmission links.

### Acquisitions

In February 2009, the company acquired a controlling interest in Storage Technology Services (Proprietary) Limited.

### History

Vodacom Group Limited was founded in 1993.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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