

Vodafone Group Plc - Company Strategy & Performance Analysis

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Abstracts

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SUMMARY

Vodafone offers a range of services including mobile, fixed broadband, video content, and cloud and hosting, Internet of Things (IoT) business solutions, and branded phones and devices. The company has a robust presence in Asia Pacific, Europe, and Middle East and Africa. Vodafone has witnessed significant growth in mobile subscriptions in the Middle East due to the launch of new services and multi access technologies such as WCDMA, GSM, and LTE. Nevertheless, the company generated 60% of its revenues from the European region in 2016

MarketLine's Premium company strategy reports provide in-depth coverage of the performance and strategies of the world's leading telecommunication companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore the reports allow benchmarking company performance through the provision of key performance indicators including: subscriber volumes, subscriber churn, ARPU, and MoU.

KEY HIGHLIGHTS

Robust presence in several markets

Vodafone enjoys strong market position as evident from the high market shares it enjoys and from the strong brand it owns. The company has robust presence in

countries such as Germany, Italy, Spain, the UK, and India. For instance, the company is the second leading competitor in Italy and India with market shares of 30%, and 19% respectively in 2016. It holds third position in Germany, Spain, and the UK with shares of 26%, 26%, and 22% respectively in 2016.

Weak performance in key European countries

Vodafone generates a substantial amount of its revenue from Europe, however, it reported weak performance in 2016. In 2016, Vodafone Europe posted revenue of US\$30,102.5 million, reflecting a negative YoY growth rate of -3.4%. The declining revenues in Europe can be attributed to the weak performance in the UK, Spain, and Netherlands. These countries posted negative YoY growth of -14.18%, -4.60%, and -4.44%. The weak performance of these countries is attributed to the increased pricing competition, MVNO losses, and reduced roaming charges.

Mergers and acquisitions enable company to expand its presence

The company is aggressively focusing on pursuing inorganic growth strategies such as acquisitions to expand its presence in the market. For instance, in February 2016, Vodafone and Liberty Global agreed to merge their operations in Netherlands. The merger creates a 50:50 joint venture to form a national unified communications provider in the Netherlands with complementary strengths across broadband, video, mobile, and B2B services.

SCOPE

Company Snapshot - details key indicators and rankings of Vodafone in terms of Subscribers, Revenue, and Market Share in the company's key markets.

Company SWOT Analysis - outlines Vodafone's Strengths and Weaknesses, and Opportunities and Threats facing the company.

Growth Strategies - understand Vodafone's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyze the company's performance by business segment compared to other players across key markets on metrics such as such as Revenues, Customer Churn, MoU, and Subscribers.

Key Developments - showcase Vodafone's significant recent corporate events, changes, or product initiatives.

REASONS TO BUY

How does Vodafone rank among telecommunication service providers in Europe and globally?

What is the company's market share in Germany and the UK?

What are Vodafone's main growth strategies and how successful has the company been at implementing them?

Why is Vodafone performing poorly in several of its key European geographies?

How has the company performed since 2012 in terms of Subscriber and Revenue growth, ARPS, Customer Churn, and MOU?

How has Vodafone performed in comparison to competitors such as o2 and T-Mobile?

What are Vodafone's strengths and weaknesses and what opportunities and threats does it face?

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