

# **Vivo**

https://marketpublishers.com/r/V7F5C299C42EN.html

Date: May 2010

Pages: 15

Price: US\$ 895.00 (Single User License)

ID: V7F5C299C42EN

## **Abstracts**

Vivo continues to maintain its lead in the highly competitive Brazilian mobile market. Its focus on adding and retaining high-value customers and data initiatives is expected to drive subscriber growth, while increasing mobile penetration and declining ARPU remain its key challenges.



#### **Contents**

**Executive summary** 

In a nutshell

Ovum view

Maintaining growth momentum

SWOT analysis

Strengths

Weaknesses

Opportunities

Threats

External conditions

Competitive environment

Strategy

Strategy objectives

Data services to offset declining ARPU

Value-added services

Mobile broadband

Flexible plans and incentives to entice customers

Flexible tariff plans

Incentives and freebies

Retention focused initiatives

Improving customer interactions

Expanding network coverage

Quality of service

Developing brand loyalty

Successful transition from CDMA to GSM

Cost reduction and efficiency drive

Operational analysis

Future outlook

Company information

Organization

Ongoing corporate restructuring to leverage synergies

Financial highlights



# **List Of Tables**

#### **LIST OF TABLES**

Table 1: Vivo operational analysis

Table 2: Vivo key financial indicators



# **List Of Figures**

## **LIST OF FIGURES**

Figure 1: Vivo's operational structure



#### I would like to order

Product name: Vivo

Product link: <a href="https://marketpublishers.com/r/V7F5C299C42EN.html">https://marketpublishers.com/r/V7F5C299C42EN.html</a>

Price: US\$ 895.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/V7F5C299C42EN.html">https://marketpublishers.com/r/V7F5C299C42EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to  $+44\ 20\ 7900\ 3970$