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Title: Distribution Strategies in the Telecommunication Industry [A Case Study of Vodafone]

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Abstract: The formulation and implementation of appropriate distribution strategies is a major key to success, in terms of maximizing sales and profit for product-focused companies. Unfortunately, many of these companies often fail to establish or maintain the most effective distribution strategies which in most cases militate against their business fortunes. In today's highly competitive business environment, especially, in the telecommunication industry, the more available your offering are, to the reach and convenience of your customers, the likelihood of gaining competitive advantage. The study sought to identify the distribution strategies being pursued by Vodafone, the challenges associated with the strategies and how effective and sustainable those strategies practiced by Vodafone have impacted on their corporate performance. The sources of data for the study were both primary and secondary. Primary data was collected by the use of structured questionnaires and the secondary data were extracted from relevant reports/articles, bulletins and documents published by Vodafone and National Communication Authority. The target population was estimated at 5,250 with a sample size of 100 selected for the study. The study established that, Vodafone is using different distribution strategies to reach its customers. These strategies are either by direct method or indirect method. The direct distribution is used to acquire new customers unto their network and the indirect method is used to sell airtime credit through distributors to the retailers and to the final consumer. It is therefore recommended that Vodafone sets up more mobile offices to address customers complains on the streets and with the open markets to improve customer service delivery in order to increase company's market share.

Description: A thesis submitted to the Institute of Distance Learning, Kwame Nkrumah University of Science and Technology in partial fulfillment of the requirement for the Degree of COMMONWEALTH EXECUTIVE MASTERS OF BUSINESS ADMINISTRATION,2012

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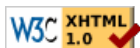
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Using the case study of the telecommunications market as one of the typical examples of the ecosystem approach to the implementation of business processes, we seek to accomplish the following. I objectives: to establish the boundaries of an ecosystem com3 pany and formulate the key principles of the management £ of this complex intersectoral structure using system-based | economic theory. According to the strategies employed by Russia's largest telecommunications operators, forming an ecosystem within an umbrella brand is one of the strategic decisions. Three out of four companies - Rostelecom, MegaFon and VimpelCom - openly indicated that in their development strategies in 2019. The telecommunication industry is often impacted by legislation issues. Particularly issues with the government, monopolies, and customers. But the industry has allowed importing and exporting of telecom products (international smartphones, for example). Allowing more development in telecom tech devices. Environment factors. Climate changes and global warming can affect how telecommunication products reach customers. In terms of employment, with technology advancing, employees need to adapt to changes. Customers demand and telecom companies are expected to deliver. But with needs in the telecom industry changing often, it's not guaranteed which technology will stay, be advanced, or discarded. Image: hin255/Shutterstock.com. Sponsored Content. Case Study Writing Service. Powerpoint Service. Reflective Practice. Telecommunication Industry - Current Market and Vodafone's Position. The telecoms market has been suffering in the previous two years as even the largest companies in the industry have struggled to attain any substantial amount of growth. In 2017 it was named one of the poorest performing sectors and least confident market for investors to have stakes in. The graph below provides us with a visual for the negative trend over the year 2018 in the FTSE Eurofirst 300 Telecoms index. telecommunication industry in two countries. This case is set in the period after the worldwide financial crisis that started in mid 2007. Focusing on SK Telecom, one of South Korea's largest telecommunications providers, it reviews the previous strategies implemented by the Korean firm as well as the key challenges that SK Telecom has faced during the period of 2008–2009. This case

also reviews the other global strategies undertaken by "predicting customer churn in the mobile telecommunication industry, a case study of mtn ghana, Kumasi". By. Name: kojo abiw-abaidoo jr. The Telecommunication Industry is among those industries which suffer from this phenomenon, producing an annual churn rate of 30%. The best way to handle this is to understand the behavior and trend of those who churn so as to be always ahead of them. MTN Ghana, Kumasi was used as a case study to develop a predictive model for the prepaid telephony segment. The objectives of this study were to find out the extent of customer churn in MTN Ghana, Kumasi, the causes and effects of customer churn and to develop a predictive model for churn in the telecommunication industry.