



# THE TIMES 100

Edition 14

## **Vodafone: Using technology to improve economies** **Lesson plan**

### **Content area**

- Types of economies
- Developed markets
- Emerging markets
- Impact of technology

### **Method**

This resource can be used for general classwork, homework or for even learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

### **First Activity:**

Using the case study and any other resources, define the following words:

Multinational; primary; secondary; tertiary; service sector; vision; communication; market segment; corporate social responsibility; sustainability; product range; product mix; product extension; saturated markets; market research; 3G; emerging markets; infrastructure; market share; sales turnover; sales revenue; economic problem; production; capacity utilisation; spare capacity; marginal costing; economic system; planned economy; mixed economy; market economy; government; development; employment; infrastructure; motivation; investment; luxury goods; price elastic; substitutability; wages; demand; supply; competitors; profits; stakeholders; shareholders; pricing strategies; entrepreneurs; market leaders; market orientated; product orientated; economic crisis; government intervention; external influences; taxation; innovation; USP; income; GNP; GDP; developing market; self employed; connectivity; ATM; money transfer; Ansoff Matrix.

### **Second Activity**

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Vodafone.



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## Questions

1. How many customers does Vodafone have?
2. How many employees does Vodafone have?
3. Which sector does Vodafone work in?
4. What is a saturated market?
5. How could you relate the Ansoff matrix to Vodafone?
6. What is the difference between mixed, planned and market economy?
7. What is M-PESA?
8. How has M-PESA created a greater awareness of Vodafone?
9. How has M-PESA benefited Vodafone.
10. What is a market orientated product?

## Activities

Using any of the Times100 Case studies and any other produce a display of Vodafone's product range, highlighting the different phones for the different target segments. Produce a PowerPoint presentation giving an overview of the Vodafone Company. What products do you think Vodafone will bring out next? Discuss.

### Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
  - <http://www.thetimes100.co.uk/theory/theory--business-community--153.php>
  - <http://www.thetimes100.co.uk/theory/theory--marketing-mix-%28price-place-promotion-product%29--243.php>
  - <http://www.thetimes100.co.uk/theory/theory--market-analysis-market-planning--422.php>
  - <http://www.thetimes100.co.uk/theory/theory--methods-analysing-marketing-opportunities--346.php>
  - <http://www.thetimes100.co.uk/theory/theory--social-other-opportunities-constraints--332.php>
  - <http://www.thetimes100.co.uk/theory/theory--planned-market-mixed-economies--167.php>
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