



THE TIMES 100

Edition 14

Vodafone: Using technology to improve economies

Answer sheet

Questions

1. How many customers does Vodafone have?
289 million customers worldwide.
2. How many employees does Vodafone have?
71000 employees worldwide.
3. Which sector does Vodafone work in?
Tertiary sector.
4. What is a saturated market?
A saturated market is when the rate of sales slows down or decreases. It is when the majority of the target market has that product or one similar.
5. How could you relate the Ansoff matrix to Vodafone?
Vodafone has existing products such as phones and airtime, but have looked at diversifying into new markets with 3G technology and developing the M-PESA which allows bills to be paid using a mobile phone.
6. What is the difference between mixed, planned and market economy?
A planned economy is where the Government will allow only goods provided by itself to be bought and sold. A mixed economy is where the Government will allow a mixture of Government and privately made goods to be bought and sold. A market economy is where the Government do not have any influence on the goods and services sold and the price paid for these goods are determined by supply and demand for them.
7. What is M-PESA?
M-PESA is an application on your mobile so that bills can be paid using their mobile phone. It is used like top up credit on your pay as you go phone. The more you put on, the more you can spend.
8. How has M-PESA created a greater awareness of Vodafone?
People who want to use the M-PESA application can only do it through Vodafone and therefore will know that it is Vodafone who offer this and therefore create an awareness of it.



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9. How has M-PESA benefited Vodafone?
By using the Vodafone network and hence accumulating revenue.
10. What is a market-orientated product?
A product that has been specifically designed for a target market. It will have features that the consumer wants as specifically asked for during the market research stage.