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by Somo Somo

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Verizon Company Positioning and Strategy

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Verizon Company Positioning and Strategy

Verizon Company is one of the leading communication companies in the world. The company's headquarters are located in New York. The company deals in the telecommunication business where it provides wireless services. The company offers network services to facilitate communication in the United States of America, such as data bundles. The company operates in the United States of America.

The company vision and mission statement

The company mission and vision statement are sufficiently linked to the business strategy. The company vision statement encourages future innovators to apply the technology to create a future for themselves. The company mission statement involves delivering digital technology to the customers, promoting their innovativeness through reliable and latest technology.

The major lines of the business are in the telecommunication industry. The company specializes in offering telecommunication services in the United States of America (Abin, 2018). The telecommunication services offer high-speed data bundles. The company's efficient application of new technology contributes to increased company performance in terms of sales and profitability. For example, affordable and reliable data bundles contribute to an increase in demand for the firm's products. ¹ An increase in the demand for the company's products has contributed to an increase in the business's sales and overall profitability.

Verizon generic strategies

The primary strategy used by the company to gain its competitive advantage is product differentiation. Verizon's company products are unique compared to the competitor's in terms of the services' quality. The company's services are very reliable compared to the competitors. The speed of the internet services of the company makes the company more

competitive. The company has also made significant investments in the infrastructure used to deliver the services (Mishra, 2019). The firm aims at increasing the effectiveness of its services by putting more investments in the company's infrastructure to ensure effective service delivery and quality of its services. These strategies are sufficiently linked to the organization's mission to deliver digital technology to its customers.

The company McKinney matrix

<p>Strategy High service differentiation to by offering high-quality services</p>		
<p>Structure Well coordination between the employees</p>	<p>Shared values Good company reputation</p>	<p>Systems Technological advancement</p>
<p>Staff; Skilled IT experts</p>	<p>Style Unique differentiation</p>	<p>Skills Excellent teamwork by employees</p>

References

Abin, P. Comparative Analysis of the Financial Statements of US Telecommunication Companies on the Example of AT&T Inc. and Verizon Communications Inc. in the Years 2016–2018.

Mishra, G. (2019). Verizon Communications Inc.(VZ) D. Mudric Avaya June 6, 2019.

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Ben Saada Moufida, Khalfaoui Hamdi. "The economic consequences of the incremental Internet disclosure: the case of French firms", International Journal of Accounting and Financial Reporting, 2015

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