

Economics

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Internal growth strategies refer to the growth within the organization by using internal resources. It focuses on developing new products, increasing efficiency, hiring the right people and better marketing. Should Voodoo want to expand into Africa to sustain profitability it can use its can consider its internal growth Voodoo can now then focus on what it already had this includes the quality it gives to their customers this including its latest development of LET which is fourth generation outwork 46.

Expansion Raising the market share, sales revenue and profit of the present product or services. Market penetration Selling existing products to existing markets. To capture the market Voodoo needs to focus on its mission statement which is providing its customers with good coverage network which comes in Voodoo is still improving on its network coverage with an investment of R 120 000 000 and a year technological advancement and an additional R 2. Mil for its skills development. In turn Voodoo can retain its existing customers and at the same time attract more customers that require the best network coverage like LET that was developed by Voodoo before its competitors giving It much more competitive advantage. Market development Extending existing products to a new market. Voodoo aims at reaching new customer segments, wants to Increase sales by capturing new market area.

Voodoo is currently the giant mobile providers In South Africa at the moment they are a growing mobile industry which Is owned by Britain Avoidance, they deciding to attract ore customers outside Brittany and South Africa, would need a market strategy from the marketing research, and the Initial Investment It needs to Invest this also including the politics of different

countries in Africa. Product development Developing new products for existing markets or new markets, making some modifications in the existing product to give value to the customers for their purchase.

Voodoo decision to invest in its quality of its network coverage has given its brand image a boost in the market. Voodoo was the first mobile network in South Africa to cover 2G, 3G, and its latest 4G network which is LET from its competitors proving that its customers will get value for their money. It continues investment in its multimillion rand technological development keeps it ahead of its competitors. Diversification The purpose of diversification is to allow the company to enter new lines of business that are different from current operations. There are four types of diversification: vertical, horizontal, concentric and conglomerate.

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