

Competitor analysis report report

Business, Company



Competitor Analysis Report

Mig33 enhances internet services and it's estimated to be having over 40 million users in over 200 countries (Mig33 2011). It conducts over 4 million transactions, with each bringing in about \$2. 5. The company generates revenue by selling virtue gifts at a cost of around \$0. 4 per gift. The annual sales therefore range at around \$16 million annually. Chine has the largest company, which is worth more than \$40 billion. While it was established to offer chat services, it has expanded its services to include games and unique features that can be exchanged by friends who are connected. Their unique merchant feature makes the company to be advantaged than its competitors. In addition, the company generates revenue from various investors including avatars, gifts, online games, photos and even the ability to make calls.

The company is headed by Steven Goh, who is also a co Founder of the company. The vice president is Chris Chandler, awhile Pooi Chan Gan is the senior director of operations. Other directors include Saurabh Bidani, Johan Gozali, Min Min Tan, Wish, Kiki, and Mohit Gundecha (Mig33 2011).

Rocke Talk is a mobile-based social media platform that enables mobile phone users to communicate and express themselves. The company generates its revenue from ads and with over 5 million users. The company generates more than \$2 million in revenue during a financial period. While users are given free software to access the Rocke Tall features, they are charged for certain products. The company also uses MMS marketing in order to increase its sales. The company is headed by Rajiv Kumar, who is also its founder. The vice president is Vik Natarian, while Bhartesh Chhibbar,

who co-founded the company, is the head of engineering operations. Julia Querin is the CFO. In partnership with member of the investors' companies, the CEO together with several other managers forms the board of directors. MXit is also an online instant messaging company and it offers its free services to mobile phone users. It has also other products and services which it offers to more than 3000 phone models, special products for the PCs, chat, music, and games. This company is based in various countries including South Africa, Indonesia, Kenya, Namibia, and UK (MXit 2011). The company concentrates on ads as well as in the spread of its software by the phone manufacturers. Its affiliates make the company to generate over \$10 million in a fiscal period and through these increments, the company is among the biggest and the most diverse of the mobile social sites.

One of the most popular features of Affle is the SMS2. 0. Through this service, the company has managed to increase its sales through sales. The increased returns from advertisements have made the company to expand over a period of three years to be among the most popular mobile social sites. This service is chargeable and users have to pay in order to get access to the services offered. The most common features in Affle include the SMSLive, SMS2. 0, Pinch, Affle Ads and Coufon (Affle 2011). These features are concentrated on mobile phones only and have not been expanded to feature the PCs. The chairman of the company is Anuj Khanna Sohum, who is also the founder. The CEO is Anuj Kumar, while Ben Fones is the managing director. Other directors are Sanklap Mehrotra, Charles Yong, Parijat, Mishra, and Vipul kedia.

The company has had Microsoft as among its largest investors. In addition,

Itochu Corporation, Bennett, Coleman & Co Ltd, Centurion Private Equity, and D2 Communications make up the investors list. These companies support the different applications and technologies used by the Affle Company. The company has established affiliations with companies offering broadband services in order to broaden its coverage.

References

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