

Atandt company diversity research audit proposal report example

[Business](#), [Company](#)



The AT&T organization is one of the leading data communication firm in the entire world providing the people in the American North location with the appropriate means of communication. For several years, the AT&T firm is recognized as the leading telecommunication service provider to the expected human population. Commencing at a low-level status in the 1980s the telecommunication organization has improved in various ways and projects through the 1990s to the current innovations (Gnanasivam 97). The AT&T organization is considered as one of the leading communication firm in the world today. This is because of the diversification of the readily available services, which are provided to the customers. In accordance to the international bureau of statistics, the AT&T Company serves a minimal population of ninety million customers (Collins & Jerry 123).

The services offered are diversified to the sense that the AT&T Company is capable of offering services to other businesses, governments and neighboring nations. The AT&T organization receives revenue of more than fifty one billion dollars. The income received from the various services offered is appropriate in the accomplishment of new projects in the firm. In the recent years, employee more than one hundred and twenty six thousand employees know the AT&T Company (Collins & Jerry 133). In ensuring that the entire society benefits with the privileged associated with the AT&T firm, the organization offers free services to the immediate society. Employment opportunity is also provided to the adjacent society to assist in boosting the living status of the people (Nadine et. al 656).

The AT&T organization offers diversified services to the customer hence attracting a large number of the people into using its services. In the

telecommunication department, the AT&T Company has ensured that the customers are provided with affordable packages. The AT&T firm has ensured that all the customers are considered in the application of the telecommunication services. In the providing affordable telecommunication services, the AT&T organization has been capable of attractive millions of customers (Jelena et. al 54). The diversification of the telecommunication services has increased the market target of the customers hence ensuring that the number of the customers increases.

The telecommunication package offered to the customers largely depends on the amount of capital that the customers are willing and capable to pay to the customers. The packages are provided in the sense that the rich are offered expensive packages that last in longer time interval such as weekly, monthly and years. The premium telecommunication package mainly targets the companies and governments that are capable of paying prepared terms. This implies that the government and the organization that have large amounts of capital are offered expensive telecommunication packages (Robert & Kuen 370). However, the rest of the members of the society that have low income salaried are offered telecommunication packages in weekly, and monthly. The rates of the telecommunication packages are cheap to afford hence customers easily afford the rates.

Other services that the AT&T organization offers to the society are the digital wireless network to the customers. The digital wireless network is one of the new packages that the AT&T firm offers to the customers. In the past years, the AT&T Company only offered to the customer's telecommunication services without the internet services. However, after discovering that the

internet is much faster than the telecommunication, the AT&T organization decides to introduce a new package to the customers. The digital wireless services are mostly offered to the residents that live in the town areas. The digital wireless internet network is more expensive than telecommunication to install (Jelena et. al 57). However, after the installation procedure is complete, the AT&T firm decided to offer the customers with the most appropriate services. The reduction in the cost of the communication ensured that the customers increased in subscribing to the services offered by the AT&T organization.

The diversification of the telecommunication services, divided into various telecommunication packages that are affordable by the customers. Digital wireless internet network that is also supplied to the customers with ease in the houses and the mobile phones. The installation of the internet services to the offices and government premises (Arthur & Morten 3754). This is an indication to show that the AT&T firm has diversified its services to ensure that the customers are satisfied fully. In ensuring that the AT&T organization meets the demand and preferences of the customers, the firm collects reactions from the customers and implements the change expected. This explains why the AT&T organization has remained to be the most successful telecommunication organization (Collins & Jerry 131).

Literature review

- What model of business diversity is applied by the AT&T Company to ensure that the sales of the company increase?
- How does the workforce available in the AT&T organization coordinate with the enacted business diversity model to boost the performance of the

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organization?

- What role do the management and the employees to ensure that the mode of business diversity enacted in the AT&T Company is successful play?
- What are the benefits of the diversification procedure in the entire AT&T Company and branch offices in the entire business world?
- What are the challenges that are encountered by the AT&T Company in the establishment of the diversification of the soft drinks?
- What technological enforcement the AT&T is utilizing to boost the diversification-enacted in the organization?
- What are some aspects to consider before the AT&T organization management decides to change from one diverse technique to another?
- What is the difference in consumption of the soft drinks manufactured by the AT&T organization and the other soft drinks created by the diversification of the products?
- Does diversification alone provide the appropriate competitive advantage that the AT&T Company needs to face its competitor?

Bibliography of Sources

Collins, James C, and Jerry I. Porras. Built to Last: Successful Habits of Visionary Companies. New York: HarperBusiness Essentials, 2002. Print.

In the book, Built to Last: Successful Habits of Visionary Companies written by the authors Collins and Jerry, it is vivid that the Coca Cola organization largely depends on diversification to increase the sales that are achieved by the organization. The author, Bodden discusses in the first five chapters that diversity increases the number of the customers utilizing the services of the

AT&T organization. This is for the given reason that most people prefer testing diverse telecommunication and networking services instead of using a single network provider for a long time interval.

Gnanasivam, P. Telecommunication Switching and Networks. New Delhi: New Age International Publishers, 2006. Print.

Gnanasivam the author of the book, Telecommunication Switching and Networks argues that diversification of the telecommunication and internet services by the AT&T company has contributed to the increased demand of the internet subscribers in United Kingdom. Most of the people have a variety of options to select from the list of services offered by the firm. Most of the customers in the North American prefer using the services from the AT&T Company because of the wide variety of telecommunication and internet offered. The customers of the AT&T organization service users in North America also prefer the diverse networking options that are used in the manufacture of the wireless and digital providers. Most of the consumers in North America have a wide knowledge in regards to the services offered AT&T organization compared to any other network and telecommunication organization in the region.

Nadine, Gatzert, Ines, Holzmuller & Hato, Schmester. Creating Customer Value in Participating Life Insurance. Journal of Risk and Insurance, September 2012, v. 79, iss. 3, pp. 645-70

In the journal article, Creating Customer Value in Participating Life Insurance the authors Heather and Tomothy suggest that the chief aspect that has been capable of sustaining the AT&T organization to being one of the top organization is the diversification of the services offered to the customers.

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Most of the sales that the AT&T organization receive are obtained by the customers that prefer purchasing internet bundles from the various telecommunication and internet offers provided in the shopping centers. The utilizes of the AT&T organization telecommunication and internet company argue that it is better to purchase diverse communication bundles in the shopping centre rather than using a similar type of network the entire month or year all the time. This implies that the aspect that promotes the purchase of the AT&T organization services is the increase in the number of diverse internet and telecommunication that meet the demand and preferences of the customers in the marketplaces.

Robert, Elliot & Kuen, Siu. A Stochastic Differential Game for Optimal Investment of an Insurer with Regime Switching. *Quantitative Finance*, March 2011, v. 11, iss. 3, pp. 365-80

In the journal article, A Stochastic Differential Game for Optimal Investment of an Insurer with Regime switching the authors, Robert & Kuen discusses the various operational strategies that the AT&T organization enacts to ensure that it remains one of the most profit earning organization in the entire universe. In the entire journal article, the operation strategy of diversification in the marketplaces is revealed as one of the key technique employed by the AT&T organization to achieve a better market response from the customers. Robert & Kuen signify that the Robert & Kuen ensures that all the members of the community have an offer and package of the internet and telecommunication will deliver appropriate preferences and desires to the customers. The article further elaborates that the strategy of market diversification increases the sales of the internet and

telecommunication company since the services offered are distributed worldwide.

Jelena, Borocki, Ilija, Cosic, Bojan, Lalic & Rado, Maksimovic. Analysis of Company Development Factors in Manufacturing and Service Company: a Strategic Approach. Journal of Mechanical Engineering; Jan2011, Vol. 57 Issue 1, p55-68, 14p

Jelena et. al the authors of the article Analysis of Company Development Factors in Manufacturing and Service Company: a Strategic Approach discusses that the diversification of the network packages into various affordable packages is what makes the value of the Coca Cola to increase. Most of the customers only purchase products from the AT&T organization because of the difference in the brands that are available. However, other companies such as American telecommunication and Vodafone lack the appropriate competition power because of providing the customers with a single package of both the telecommunication and the internet services.

Arthur, Korteweg & Morten, Sorensen. Risk and Return Characteristics of Venture Capital-Backed Entrepreneurial Companies. Review of Financial Studies; Oct2010, Vol. 23 Issue 10, p3738-3772, 35p

In the article, Risk and Return Characteristics of Venture Capital-Backed Entrepreneurial Companies the authors Arthur and Morten argues that the secret of the AT&T organization that makes it one of the famous and profit making firm is the diversification of the available offer of telecommunication services offered to the community for utilization. Most of the customers prefer purchasing packages of telecommunication compared to sticking and using the same communication services. Arthur and Morten reveal that this

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is the secret behind the success of the AT&T Company. Since there is spontaneous change in the technology, most of the customers prefer purchase of the bundles packages instead of subscribing to the telecommunication services offered by one telecommunication and internet organization permanently.

Works cited

Collins, James C, and Jerry I. Porras. Built to Last: Successful Habits of Visionary Companies. New York: HarperBusiness Essentials, 2002. Print.

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Nadine, Gatzert, Ines, Holzmuller & Hato, Schmester. Creating Customer Value in Participating Life Insurance. Journal of Risk and Insurance, September 2012, v. 79, iss. 3, pp. 645-700

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