

# Virgin group case

Business



Executive summary The Virgin Group is one of the UK's largest private companies. Conceived in 1970 by Sir Richard Branson, the Virgin Group has gone on to grow very successful businesses in sectors ranging from mobile telephony, to transportation, travel, financial services, leisure, music, holidays, publishing and retailing.

Virgin has created more than 200 branded companies worldwide, employing approximately 50, 000 people, in 29 countries.

Revenues around the world in 2006 exceeded ? 10 billion. A research held by HPI in February – April 2007 has shown that the UK public vote Virgin as their most admired brand. (Virgin Group, 2009) This report provides an analysis and evaluation of Virgin Group main values, competitive advantages, business environment and strategic development and suggests new strategic and implementation plan for Virgin Media ; Telecommunications division. The report covers five main points.

The first and the third parts of the report review Virgin Group mission and vision statements, its main values and core competences and suggest steps to create competitive advantages.

It shows that Virgin's unique culture and corporate structure are the key terms that create its competitive advantages. The second part of the report provides an analysis of the company's business environment and makes examples of external environment impact on the company's operations. For analyzing business environment PEST and SWOT strategic models were applied.