

company personnel in a common direction. It should have the following characteristics as shown in the table:

Digicel's Vision

"To be the brand of choice, by enriching customers lives through care, coverage and choice."

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Page 7 of 25

Critique of the Vision Statement

Characteristics of a well-written vision statement.	Characteristics of Horticultural Services Division vision statement.
Easily understood by all stakeholders.	The vision is easily understood by all stakeholders since you can actually see what the company wants do.
Briefly stated, yet clear and	Digicel's vision is concise.

culture and deal with them effectively. In Trinidad and Tobago Digicel has proven that they fully understand the culture. Digicel supports social and cultural initiatives as part of its effort to continue building on its market leadership. Recognizing the community's commitment to sports Digicel has pledged the resources of the company to elevate the status of sporting activities in the Caribbean, for example, Digicel made a multi-million dollar sponsorship agreement of the West Indian Cricket team and the Digicel Caribbean cup in association with the Caribbean football union. Not only this but there also the Digicel Rising Stars series which is aired on television giving exposure to the talents of Trinidad and Tobago nationals.

Digicel's infrastructure include cell sites or cell towers that make the connection from one point to another possible, however, many persons believe that living in close proximity to the sites can be hazardous to one's health.

Technological Forces

Since the organization is primarily involved in providing advanced technology for its customers Digicel stays ahead of all technologically advanced communications. Business transactions in terms of introducing new phones or models to the market are done via

intranet/internet. This allows for a fast communication between the Sales and Distribution department. After determining which handset models they wish to import they will liaise with the different dealer stores.

Digicel uses the GSM/GPRS network which is the most advanced network in itself apart from the TDMA services that were previously used by the company's rival.

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Page 17 of 25

Porters Five Forces Model

Rivalry among existing competitors

Based on our analysis of both the vision and mission statements we conclude that Digicel's strategic plan can be fully accomplished with the existing policies and procedures. However, improvements and adjustments can be made to work on the current weaknesses and threats of the organization.

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Page 21 of 25

Bibliography