

## **EXECUTIVE SUMMARY**

The researcher strongly recommends that Globe Telecom Inc. should use market penetration strategy to achieve the set objectives in order to increase the number of combined subscribers for mobile and broadband subscriptions up to 80 M, to increase revenue by 15% annually, and be the leader in telecom industry in the Philippines by 2020.

Globe Telecom is a major provider of telecommunications services in the Philippines, and operates one of the biggest and most technologically advanced mobile, fixed line, and broadband networks in the country.

This paper intends to identify, analyze the external and internal factors affecting the current market position of the company and develop strategies to support and achieve the set objectives. Revenues will be improved through market penetration strategy which is supported by network roll out, developing and innovating quality products and services, excellent customer service and support from employees and shareholders. The researcher believes that through effective utilization of the company's resources, this will result to lower operational cost when the stated set objectives of the company are achieved.

The supply chain management role in the strategy formulation will support the company to achieve the set objectives and helps to maximize the delivery performance, effective cost management and risks and sustain the growth in net income of the company in the succeeding years of operation.

The researcher identified external opportunities like the increase in number of users of different social networking sites, latest trends in high technology gadget and demand on faster and reliable network which are considered opportunities for the telecom company to enhance and improved the services. To provide superior customer experience to all the subscribers is an advantage over its competitors.

Globe Telecom has issued a public advisory on Twitter to interact only with its authorized Globe Community Managers. The warning came after the telcom giant uncovered the proliferation of impostor Twitter accounts posing as its customer service representatives who impersonate Globe Community Managers and try to solicit personal data from Globe subscribers or urge them to switch to its rival network. The fake accounts went up in the popular networking site a few days after Globe made public its new service team to support Talk2Globe, the official Globe service channel on Twitter and Facebook. Despite these attempts to undermine customer assistance in Globe, the company was still confident this will not have an impact on the company's growth momentum and continues to focus in taking up market share despite a very challenging market.

Based on the evaluation of opportunities and threats, and assessment of the company's strengths and weaknesses, the researcher used different strategy matrices to develop and recommend solutions to attain the goals and objectives of the company. The implementation of the strategy must be to monitor and to evaluate in order to ensure attainment of objectives to achieve success in the company.