

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
TERNOPIL IVAN PUL'UJ NATIONAL TECHNICAL UNIVERSITY

Wando-Okomba Exaucee -Cherelle

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**ECONOMIC EVALUATION OF ALTERNATIVE STRATEGIES OF
ENTERPRISE IN CASE CB MTN GROUP COMPANY PJSC "**

08.03060101 Specialty - management of organizations and administration

ABSTRACT

Master's thesis work
for obtaining educational degree "Master"

Ternopil – 2017

Master's research paper has been done at the management in manufacturing sphere department of the Ternopil Ivan Pul'uj National Technical University

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Defense will be held on February, 20, 2017 at 9.00 o'clock at the sitting of the State Examination Commission at the management in manufacturing sphere department of the Ternopil Ivan Pul'uj National Technical University. Address: Ternopil, Mykulynetska str., 46, Management in manufacturing sphere department.

Supervisor

Roman Oksentyuk

GENERAL DESCRIPTION

Actuality master work and study economic evaluation of alternative development strategies that can make informed decisions about resource allocation and efficiency to implement a clear strategy for informing investors and customers on the best available data and increase efficiency in their practice.

The purpose of the master's thesis is to study the basic components MTN GROUP "economic system evaluation of alternative strategies and justification of recommendations for the improvement of the economic evaluation of the company.

Objective: To explore the characteristics and problems of economic evaluation of alternative strategies "MTN Group" and suggest options to improve the economic evaluation.

The object of the research object is a system of evaluation of alternative economic strategies for business development.

The subject of the study is a set of theoretical positions, scientific, methodological and practical to study and improve the economic evaluation of alternative strategies. In particular, when writing a wizard.

Methods: The methods of economic analysis, comparative analysis, methods of detail and analysis method.

Scientific novelty of results focuses on implementing conceptually overall systemic exposure of human development through the development of methodological framework and the necessary information and organizational support.

MTN started the repatriation of funds from MTN Irancell MTN Group on

- Group customers increased by 0.9% quarter-on-quarter (relative to the previous quarter)
- MTN South Africa Delivery Promotion improve profitability on EBITDA (+ 200 basis points from the previous quarter)
- Reportedly, MTN Nigeria returned to recession in Q3 2016 year (yoy) to 1.2% compared with a fall of 6.2% in

Q1 2016 (year on year), as the operation continues to deliver incremental improvements in income

- Significant improvement network throughout the Group, particularly in Nigeria and South Africa operations
- Group capital expenditure increase of 10.5% to R21 230 million in 2016 with 3G and 4G websites added 1.995
- Constant currency data returned Increase 21.0% year on year comparison to contribute 26,4% of total revenues
- Voice and data traffic increased by 1.8% YoY and 142%.

Testing: basic theoretical and applied research and conclusions master's thesis presented at scientific conferences and student: XIX Scientific Conference Ternopil National Technical University Ivan Pul'uj (Ternopil, 18-19 May 2016), V All-Ukrainian scientific conference in memory of honorary professor TNTU, academician MG Ukraine Chumachenko "Innovative business management principles in terms of sustainable development" (Ternopil, March 25, 2016), V International Scientific Conference of young scientists and students. Recent tasks of modern technology (Ternopil, 17-18 November 2016).

STRUCTURE OF WORK

The work consists of introduction, 7 chapters, conclusions, list of references (20 titles), 4 applications. The total amount of text - 96 pages, 9 tables, 5 figures.

MAIN CONTENTS

The introduction of general characteristic: the state of development and scientific problems of relevance, purpose and objectives, object, object, described scientific novelty and practical significance of the results.

The first section theoretical framework and research MTN MTN GROUP Company was born when that term ended apartheid. Passed the first calls to their networks at a time when South Africans, all races Voted in the first democratic elections in the phone innovation 1994. Mobile quickly became popular; People

adopted and, in 1996, the subscriber base MTN South Africa attained some 200 000 subscribers. Then, in 1997, the company began international expansion of ICT, purchasing licenses in Uganda, Rwanda and Swaziland and the beginning of operations in the countries of the thesis. Day after day, their commitment to quality management and technical services, monitor their facilities to 24/24 responds to all defects without delay. Their performance are also through multifaceted media and financial assets, including poverty eradication, infrastructure strengthening schools, childcare and sports.

Their slogan: "Everywhere you go " everywhere you go 'Reflects progressive will. Their color, yellow, blue and red colors of Africa reflect the hope for a better day. The expansion of the last decade and a half, was phenomenal, far surpassing forecasts even more ambitious they made. However, emerging markets that MTN has decided to focus on the inherently difficult. The company has sponsored soccer tournament CAF Champions League and APOEL, the first Cypriot Division winner in 2009, 2011, 2013, 2014 and 2009-10 and the 2011-12 UEFA Champions League participants. March 18, 2010 It was hours Announce that MTN has signed a sponsorship deal with English football club Manchester United their policy to offer through their value "may, leadership, innovation and integrity relationship", a network that meets your requirements and impeccable quality of service and compliance even conducive standards of the country. The second chapter Research and analysis of MTN MTN continued to work under difficult conditions for the six months ended June 30, 2016 financial results for the period Reflects convergence of a number of significant issues, Qui created a "perfect storm." Group has made great strides towards solving the problem of the thesis HAS Although many of these factoring beyond the control of ICT.

Reported results were significantly Groups Affected Nigerian fine adjustment. June 10th MTN Nigeria to address this issue with the Federal Government of Nigeria (PhD) and the FGN agreed to pay a total cash amount of 330 trillion Nigerian Naira

(US \$ 1.671 trillion, using the exchange rate prevailing at the time) for three years full and final settlement. Agreed Reviews This was done in addition to compliance with certain regulatory conditions --Raznoe imposed as a share of the estimated attain. 50 trillion naira (US \$ 250 million) paid in good faith and without prejudice of MTN Nigeria, February 24, 2016 the share of the monetary component of the settlement, leaving a balance of 280 trillion naira (US \$ 1.418 trillion, using the exchange rate at the time) outstanding. In June 2016 the first regular payment 30 trillion naira (US \$ 124 million) was made. The remaining funds are paid on June 30, 2016 amounted to 250 billion naira (US \$ 882 million). condensed consolidated interim financial statements of the Group evaluated the six months ended June 30, 2016, had been reviewed by external auditors independently Group. Preparations for the condensed interim consolidated financial statements of controlled group chief financial officer, BD Goschen, BCom, BCompt (Hons), CA (SA.mthey-reviewed condensed consolidated interim financial statements MTN Group Limited in the interim report accompanying Kwai realized condensed consolidated statement of financial status as of June 30, 2016 and the related condensed consolidated income statement, statement of comprehensive income, foreign exchange, equity and cash flows for the six months ended, and certain explanatory notes. responsibility of directors for interim financial reporting, Director responsible for the preparation and presentation of this condensed interim consolidated financial statements in accordance with International.

Accounting Standards (IAS) 34 Interim Financial Reporting, as YUAIPB Guides financial statements issued by the Committee of the practice of accounting for and financial accounting, approved by the Board for Financial Reporting Standards and the requirements of the Companies Act of South Africa, as well as for internal control managers determine the need to ensure the preparation of interim financial statements that are free from material misstatement admitted due to fraud or error Under the third time a recommendation economic evaluation of alternative strategies for Mtn digital revolution radically changed the way in Kwai we work, live, learn,

interact and promote our respective societies W. Waits que la GSMA mobile industry technologies may contribute about 8% of GDP Subsaharan Africa and about 4.5% in the Arab world, 2020 Internet of things (IoT) fundamentally change the way we use resources. Up to 30 trillion connected devices in operation by May 2020. The impact of digital technologies remains unevenly distributed around the world.

Digital Dividend World Bank report shows that more than four billions of people worldwide, mostly located developing country regions still do not have Internet access. This affects their ability to access basic and essential services, and in turn, inhibits the goal of social equality and development, and the opportunity to participate in the local and global levels. With more than 232 million subscribers across Africa and the Middle East, overcoming the digital divide and enabling environmental and economic benefits by connecting IoT and ranks as a strategic priority of our agenda.

MTN's strategy is built around five strategic areas: governance and stakeholder value and innovation and sharing best practice approach to describe them their work, and people --Druhie stakeholders. Priorities under tangible create accurate customer service, driving sustainable development and transformation of the operating model defined as they seek to provide sustainable competitive advantage and provide high return on shareholders.

The strategic review designed to reset and position the business for future growth in a rapidly developing sector. Group made this disclosure at the half-year report ICT in Qui attached it has 4.9 trillion rand (\$ 357 million) loss for 6 months of operations, a sharp contrast against the declared income of 12 nearly one billion rand (\$ 874 million) a year before. Company reprimand loss on hefty fine imposed its Nigerian regulator and its poor in South Africa in the field of ICT in the domestic market.

CONCLUSIONS

After writing of master's thesis, we developed the following conclusions and recommendations for improvement of the economic evolution of ETT strategy MTN. Vision telecommunications leader in emerging markets. MTN Group is listed on the stock exchange advanced Africa, Johannesburg Stock Exchange (JSE) in South Africa. Through sustained organic growth, acquisitions and prudent management of reliable, MTN Group Ict rapidly Achieving the vision to become the leader of telecommunication services in emerging markets. Setting and achieving goals is challenging feature of MTN. , Their strategic priorities include the following: Completion of final elements for the integration of acquisitions that complement their expansion strategy Optimization regional synergies and ensuring a strategic regional focus through hub and cluster structure continues to pursue appropriate opportunities to further expand earnings Top diversify and strengthen our position.

Increase operational efficiency through their least cost provider strategy and learning to improve outsourcing business model, using mobile money transfer and financial opportunities in MTN Group in the markets of the key objectives of MTN South Africa (MTN Group) is testing several key objective, which is to be placed in order to keep it in line with the type of dynamic and high growth rates in our industry, and allow it to consistently provide superior service

SUMMARY

VANDO.O Economic evaluation of alternative strategies of enterprises, the example of PJSC CB "MTN Group". - Manuscript. Master's thesis for the degree of education "Master" 8.03060101. TNTU. – Ternopil, 2017. – 95 p.

Master degree thesis consists:95 pages, 9 figs, Tab 15.

The object is a system to evaluate alternative economic development strategies of research subjects is a set of theoretical positions, scientific, methodological and practical study and improve human resource management.

The aim is to explore the basic components of the system of economic evaluation "MTN Group" in the development and justification of recommendations for improving the management .

Research methods - methods of economic analysis, comparative analysis, methods of detail and analysis method. When writing wizard There are laws and regulations, management textbooks, materials, periodicals, corporate and regulatory documents "MTN Group" and financial reporting.

Keywords: staff, HR management, organization, personnel, human resources management, bank, organizational structure, investments, innovative approaches to HR management, head.