

BUSINESS, SOCIETY & ETHICS

Redefining Value at Vodafone Qatar

As you read the material for our next class, keep the questions below in mind. To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages. Keep in mind that there are two basic kinds of information that you need to look for in the reading:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, *it is information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible conclusion about an issue, rather than another.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.

Reading

- Haidan, D. (2016). Redefining Value at Vodafone Qatar. [Unpublished course material].

Questions

1. Which stakeholders—entities, organizations, individuals, and so on—have influence or involvement in Vodafone Qatar's operations? Which ones are influenced or impacted in any way by the business?
2. What is the primary reason(s) for the existence of Vodafone Qatar? Consider why should any of the stakeholders, particularly the customer, care about the existence or continuation of the business?
3. What positive tangible and intangible benefits are created for each of the stakeholders? For example, why does the customer buy from Vodafone Qatar?
4. How can greater value be captured from the existing business?