

Vodafone vs. Digicel Competitor Analysis

Vodafone

STRENGTHS

- Keen to work with us due to us being a social enterprise and having a positive influence
- Will help with advertisement in terms of demographic targets - they can't tell us the direct statistics, but they can target directly for a pre-survey blast text or alike.
- Significantly more coverage than digicel (overall) after hurricane a lot of infrastructure suffered.
- No reason to offer incentive to answer, as we are not charged for non-responsive numbers.
- We will own the data, but not the code.
- 3-4 day development period

WEAKNESSES

- Less coverage in some specific villages (e.g. Nawamangi was only accessible by Digicel)
- Development cost significantly higher than Digicel

OPPORTUNITIES

- Later on, we can discuss assigning the FarmEd app as 'Zero Data', meaning the app could be accessed and not charge the customer data.

COSTING

Please note that all prices listed are in FJD

- 7 cents per survey response, with a one-off \$4000 development fee. No cost for SMSes with no response.

RELATIONSHIP

- Strong, Friendly
- She seems invested in who we are and what we are doing.
 - Has given us the cheapest price bracket per survey and lowered the development cost by \$1000.

Digicel

STRENGTHS

- Digicel is the only network available in some villages (eg. Nawamangi)
- Seems to be slightly more lenient with data than Vodafone
- SMS seems to be more accessible (easier to use)
- SMS is more efficient if it will be a once-off survey
- Easier to pick up SMS survey from where it drops off
- After the first survey has been sent it is easy to redo another send (eg. to a different region or to more people).
- Intellectual property is our own

WEAKNESSES

- 7 working days to be pilot ready after signing commercials (and reviewing costs)
- Now that we cannot know occupation for sure we need data on smart phone's so we can replace one question with occupation clarification

OPPORTUNITIES

- Pushing towards an SMS with a link towards a survey - they will have to develop a link for the survey if we want zero data
- Recommends we use a dollar top up
- We will need to supply what shortcode (3 digits) we wish to use
- Amrita recommended enquiring about highest level of school attained.

COSTING

Please note that all prices listed are in FJD.

- \$2000 development fee.
- SMS survey means you're charged per SMS reply.
- Incentivising via top-up will cost the full amount, eg. offer \$1 to answer survey, pay \$1 to Digicel.
- \$0.05 per SMS (not inclusive of tax) -- if there are 5 questions and a welcome message, that is \$0.30 per response.

RELATIONSHIP

- Purely phone basis with Amrita, difficult to say what the relationship is until we meet her face to face. She doesn't seem overly happy with Vodafone