Sprint Corporation Analysis

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For the international markets, sprint has entered new markets successfully. This is possible through the soft technology of employees who provide a competitive advantage to the firm and hard technology of the mobile network towers, etc. The workforce is regularly provided appropriate training to enhance their knowledge and expertise. A strong brand portfolio is also helpful for the company in the domestic as well as international market. Another hard technology is the supply chain of the company which consists of strong relationships with the distributors and suppliers (Verreault, Yang, & angel, 2004).

The major barrier in the domestic environment is the presence of three strong competitors who possess better resources than the company. The diseconomies of scale experienced by the company present a serious issue regarding company’s performance. The 2.5 GHz network does not allow the company to offer a 5G network over a huge area. 5G network is only available within large cities or around them.

The company will have to improve its services to compete with competitors. The diseconomies of scale have to be overcome by increasing customer base and decreasing costs. Before launching the 5G network, company has to overcome the issues related to the present services it offers to its customers. To compete with other companies, the company will have to reassess its position relevant to them and then bring out a strategy to be implemented (fernfortuniversity, 2018).

The strategy used to resolve the issue is to merge with another company named T-Mobile which is also facing some issues. According to both these companies, there will be one less competitor in the market as a result of this strategy. Both these companies will be able to combine their resources in order to make sure that they can not only compete better but also overcome their respective weaknesses. The merger will not affect the individual identity of each company so they will be able to protect their resources (Kwon, Stoeberl, & Joo, 2008).

# **References**

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