VIRGIN CASE INSTRUCTIONS

- Objective: perform a **Corporate Strategy Analysis** on the business portfolio of Virgin by means of the **BCG Matrix**.
    - The assignment should be performed in groups of 2-6 students.
- Target Virgin Business Areas to be mapped in the BCG Matrix:
    1. Atlantic;
    2. Blue;
    3. Bride;
    4. Cargo
    5. Entertainment;
    6. Express;
    7. Mobile;
    8. Money;
    9. Net;
    10. Rail;
    11. Trading;
    12. Victory Corporation.
- Expected output as follows:
    1. Part 1 – BCG Matrix mapping all the business areas listed in one single slide (e.g. you may map each business area as a "bubble" in the matrix);
    2. Part 2 – Strategic considerations stemming from the Corporate Portfolio analysis performed.

Hints:
- The net cash flow generation ability from the business area can be estimated by means of the revenue generated (see Table 15.1);
- The size of the business area (in terms of the sales generated) can be shown by the size of the bubble in the matrix;
- Synergies between different business areas can be shown by means of lines connecting the business area bubbles.

Best regards

The Strategy & Marketing team