

## **CASE STUDY: SAFARICOM LIMITED**

### **INTRODUCTION**

Safaricom Limited is under the Information and Communications Technology (ICT) industry in Kenya and in the Telecommunication sector. It is the leading mobile service provider with over 60% of mobile subscribers. Safaricom limited has played an important role in the growth of the economy of our country Kenya through the use of services such as M-PESA, M-Shwari, internet services, call and messaging services among others. It was a private company, a fully owned subsidiary of Telkom, at the time of its incorporation in 1997; 40% owned by Vodafone Kenya Limited but in 2002 it was made public with 60% being owned by the government whereas the rest by other private holders with shares traded at the Nairobi Securities Exchange (NSE).