

Introduction

Telecommunication is central to an economy's functionality. Through it, information can be relayed and received via a number of channels, allowing businesses and individuals to stay in touch and propelling a wide range of transactions. Initial investment in and expansion of telecommunication infrastructure is no less important if the provision of telecommunication services is to be made possible and sustainable. For this reason, the importance of telecommunication service providers is underscored the world over. Among the globally recognized names include Vodafone, Etisalat, T-Mobile and MTN among a host of others. The focus of this report will be on Kenya's telecommunication sector and its rise over the years to become one of the most developed and profitable in East and Central Africa. It will specifically provide information on Safaricom, Kenya's largest and best known telecommunication service providers. Details will include analyses of the company's history, its performance, brand distribution, product offerings and the various types of risk it is exposed to in its operations.

(Number of Pages: 15)