



VODAFONE



The Company



- Vodafone Group Plc is a mobile telecommunications company providing a range of services, including voice and data communications. The Company operates in Continental Europe, the United Kingdom, the United States, and the Far East through its subsidiaries, associates, and investments.

Current Operations



- The Group has ownership interests in 27 countries across 5 continents. In addition, the Group has Partner Networks in a further 15 countries
- Europe- Germany, Italy, Spain, UK, Greece, Ireland, Albania, Czech Republic, Netherlands, Portugal, Sweden, Poland, Hungary, Malta, Romania
- Elsewhere- Japan, Egypt, Kenya, South Africa, New Zealand, Fiji, United States

The Market



- The mobile phone market in the western society has reached saturation point with the only foreseeable sales through replacing older mobiles. While growing economies such as India, China and Russia have large potential in their emerging economies.

Share Prices

SHARE PRICE CHART within the time frame we have held Vodafone share



The report

Vodafone investors got the jitters this morning as the giant Cellco reported a fall in profits and warned that growth would continue to slow.

By late morning shares in the company were down 11p (7.5 per cent) at 134p even though Vodafone reported an increase in turnover and customers

LONDON, Nov 15 (Reuters) - World-leading mobile phone company Vodafone Group Plc <VOD.L> has ruled out a significant buy-back of shares, the Sunday Times reported, without revealing its sources. In an environment of steady cash flow but underperforming shares, investors have pressed Vodafone for higher dividends and to return some of the cash it generates via a share buy-back.

Share Prices



We bought shares in the company as we thought they had a lot of potential to grow and didn't foresee the collapse that the report would coincide with.

The report showed a fall in profit and warned of slower growth. The slow down in growth can be attributed to the current market Vodafone aims at which is currently a highly western market.

We kept hold of the shares after the fall in the hope that it would regain its market value so we didn't make a big loss as we have a substantial number of shares in the company.

Yet as of yet the company has not regained any of its market value so we still have hold of them hoping that they will do so.

Broker Recommendations at present

We looked at a number of different advisors as to current recommendations, these are the results;

BROKER RECOMMENDATION (21 BROKERS) Strong buy

Total number of recommendations 42

Buy recommendations 64%

Hold recommendations 24%

Sell recommendations 12%

All the recommendations are to buy further share in Vodafone, this to us signals that the share price is likely to rise so we decided to keep hold of our shares in the hope we can still sell the shares without making a loss.