Jordan Telecommunication Group (JTG)/ Orange – 2010

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Abstract
This case study examines the evolution, financial and management situations, along with the competition structure; of one of the major telecom firms in Jordan "Jordan Telecommunication Group (JTG)-Orange." Orange Jordan is a Jordanian public mobile telephone network operator, and is the operator of the mobile communications license granted to Jordan Telecom Group (JTG). The company combines local Jordanian capability with the technological advantages and network management / operation experience of one of the world's leading telecommunication operators, France Telecom (FT). It’s fixed, mobile, and internet services constitute the real base for the kingdom's telecommunications renaissance and contribute to its integration with regional and world countries. The challenges and opportunities that JTG - Orange Jordan- faces at represent should be dealt with effectively. The Company is the sole integrated telecommunications operator in the Kingdom and has also been successful in recent years, building one of the most valuable brands in Jordan and managed to grow from a modest customer base to become the second largest operator in Jordan, by number of customers. Orange Senior executives are pondering how to cope with emerging challenges while capitalizing on emerging opportunities.