<table>
<thead>
<tr>
<th>Globally Known for</th>
<th>Yahoo mission statements over the years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Portal</td>
<td>2007-To connect people with their passions, communities, and the world's knowledge</td>
</tr>
<tr>
<td>Search Engine</td>
<td>2011-Yahoo!'s mission is to be the most essential global Internet service for consumers and businesses</td>
</tr>
<tr>
<td>Mail Services</td>
<td></td>
</tr>
<tr>
<td>News</td>
<td>2015-We create highly personalized experiences that keep our users connected to the things that matters most, across devices and around the world. In turn, we deliver value for advertisers by connecting them with the right audiences</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
</tr>
</tbody>
</table>
Yahoo Strategies

Corporate International Business

CaseISM.com
Yahoo Corporate level
Strategy is
Acquisitions

Stamped
OnTheAir
Snip.it
Alike
Jybe
Summly
Astrid

GoPollGo
MileWise
Loki Studios
Tumblr
PlayerScale
GhostBird
Rondee

Bignoggins
Qwiki
Xobni
Ztelic
Lexity
Alibaba

Rockmelt
IQ Engines
Hitpost
BreadCore

CaselISM.com
International Level Strategy

Transnational

CaselISM.com
Business Level Strategy

Low cost Leadership

CaselISM.com
SWOT Analysis

Strengths

- Simple and easy to use interface
- Large email Subscriber base
- Strong marketing
- Enhanced reach

Weakness

- Hiring process
- Poor market position
- All of its packaged services are available from other sources.
- Slow advancement technology
Weakness

- Hiring process
- Poor market position
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Opportunities
- Revision of the brand
- Growing market for mobile expenditures
- Growing digital advertising
- Partnerships with telecommunications
- Target international markets