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# *The Virgin Group in 2015*



# *Introduction*

**Virgin is one the largest and most identifiable brand groups in the world started by Sir Richard Branson. The company started with airlines and telecommunication industries only, but by 2015 it was categorized in different sectors including health and space sector.**



# *Edged Sword*

**Another successful approach is the excessive use of Virgin brand name in all fields which can be considered to be the key to Virgin success. This approach was positive to the group, making it achieve synergy and constructing its customer loyalty.**



# Organisation Culture

Virgin owes its success to the leadership style that has been pioneered by Sir Richard Branson. He brought positivity, charisma and an entrepreneurial spirit into the organisation and applied pressure to innovate and take risks. Such decentralized organization structure enabled an individual manager to operate autonomously while working towards the vision of the large group.



# Conclusion

The Virgin Group in 2015 is a great example of how a highly dynamic business model can be developed on the basis of diversification and innovation. Albeit, the concept has significant problems which are discussed below, it is also possible to state that strategic adjustments can guarantee further effectiveness of the group.



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