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GLOBE TELECOM INC. SWOT & PESTLE ANALYSIS

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Company Name : Globe Telecom Inc.

Company Sector : Telecommunication

Operating Geography : Philippines

About the Company : Globe Telecom, Inc. is a full-service telecommunications company, founded in 1935 and is headquartered in Manila, Philippines. The company provides a wide-range of products and services including mobile, fixed, broadband, data connectivity, internet and managed services to individual customers, small and medium-sized businesses, and corporate and enterprise clients. It operates its business into three segments: Mobile Business, Fixed Line and Broadband Business. The Mobile Business offers services which includes mobile voice, mobile short message service (SMS), mobile browsing and value added services. These services are offered to mobile subscribers through brands such as Globe Postpaid, Globe Prepaid, and TM. Mobile payment and remittance services are also available through GCash brand. The Fixed Line and Broadband Business segments provide a wide-range of fixed line communication services, wired and wireless broadband access, and end-to-end connectivity solutions. Globe mainly focuses on financial technology, digital marketing solutions, venture capital funding for startups and virtual healthcare. As of December 2020, the company has approximately 8,300 employees. Globe Telecom was recognized as the “Fastest Growing 5G Network Service provider” by the 2021 International Finance Awards (IFA)

Globe Telecom’s unique selling point or USP lies in being the largest mobile network operator in the Philippines and one of the largest fixed line and broadband networks in the country. Globe Telecom’s mission statement reads, “We create wonderful experiences for people to have choices, overcome challenges and discover new ways to enjoy life.”

Revenue :

146.39 billion pesos - FY ending 31st December 2020 (y-o-y growth -2%)

149.01 billion pesos - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Globe Telecom Inc. is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1. Leading telecommunication service provider in Philippines 2. Strong commitment towards meeting ESG requirements 3. Strong financial performance and shareholder returns 4. Good employee engagement and training facilities 5. Strong network of business partners and affiliates | <ul style="list-style-type: none"> 1. Low presence in other Asian countries 2. Difficulty in receiving permits for tower constructions 3. Loss of market share due to PLDT's strong network strength |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Expanding offerings in telehealth sector 2. Leverage opportunities in fast-growing e-commerce market 3. Enter strategic partnerships to expand business | <ul style="list-style-type: none"> 1. Closure of business due to COVID-19 2. Increased frequency of cyber-attacks 3. Booming 5G market attracting many new entrants |

PESTLE Analysis :

The PESTLE Analysis for Globe Telecom Inc. is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Financial aids by governments to aid economic recovery 2. Digitalization programs by governments to protect small businesses | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Recession in Philippines' economy due to pandemic 2. LIBOR will no longer be used as a benchmark for global transactions by end of 2021 |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. High unemployment rate in Philippines 2. Increasing demand for digital services 3. Growing adoption of digital payment methods (24) | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Rising demand for 5G services 2. Innovations in cloud-based infrastructure 3. Increasing dependence of AI driven technology reduces jobs |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Rising number of data protection laws | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Strong commitment towards meeting climate targets 2. Rise in electronic waste generation |

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