
S&P TEST

SWOT & PESTLE.com

TELE2 AB SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Tele2 AB

Company Sector : Telecommunication

Operating Geography : Sweden, Europe, Global

About the Company :

Tele2 AB is a European telecommunications operator. It is headquartered in Kista, Stockholm, Sweden. The company has its operations in Austria, Croatia, Estonia, France, Germany, Kazakhstan, Latvia and Lithuania, Netherlands, Sweden, Norway, Russia and the UK. Some of the major products of Tele2 AB are mobile and fixed-line telephony, cable TV and internet services. In 1993, Tele2 started as a telecommunications company in Sweden by the company Investment AB Kinnevik. In 1997, the three companies Comviq, Kabelvision, and Tele2 came together as the Tele2 brand. Tele2 operates as one of the largest nationwide 2G/3G/4G Mobile Network Operator in Latvia. It became the first mobile network operator in Sweden on 24 May 2020, to commercially launch a 5G NR network. One of the most recent developments of Tele2 has been to realign its geographic footprint towards Eastern Europe and the Nordic region while focusing on its own infrastructure-based operations which provide higher growth options. The company has also shown notable success in the growth of the mobile Internet broadband connectivity. With a customer base increasing by the hundreds of thousands yearly, Tele2 has notably achieved the most success in the Russian market. On May 24 2021, Tele2 issued a press release on launching half-sized SIMs to reduce plastic waste.

The Unique Selling Proposition or USP of Tele2 AB lies in it being a major European telecommunications operator. Tele2 AB's vision statement reads "To be the smartest telco in the world, enabling a society of unlimited possibilities."

Revenue :

SEK 26,554 million - FY ending 31st December 2020 (y-o-y growth -2.39%)

SEK 27,203 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Tele2 AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large Business to Business (B2B) customer base 2.Diverse portfolio of sophisticated products 3.Recognized leader in Internet of Things (IoT) and strong position in TV market 4.Possesses 10G network modernization capabilities 	<ul style="list-style-type: none"> 1.Price pressure in Sweden 2.Roaming service revenue is volatile to due to pandemic like events 3.Highly dependent on network suppliers and handset manufacturers 4.Involved in multiple cases for infringement and aggressive market competition practices
Opportunities	Threats
<ul style="list-style-type: none"> 1.Advertisement supported video streaming services provide opportunity for growth 2.Enterprises are upgrading their networks with 5G and WiFi 6 3.Low orbit satellite broadband communication can offer affordable high-speed internet 	<ul style="list-style-type: none"> 1.Emergence of on-demand and OTT service creates a challenge for TV broadcasting segment 2.Faces risk of strategic negotiations and agreements with competing service providers 3.High competition in Lithuania

PESTLE Analysis :

The PESTLE Analysis for Tele2 AB is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Politics at spectrum auctions cost Telecom companies in European Union (EU) 2.Ban on Chinese telecom equipment providers in Sweden 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.CEF Telecom has planned investments in EU's digital telecom infrastructure
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumers are getting ready with necessities to utilize 5G strengths 2.Health concerns over 5G network rollout 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Emergence of Internet of Things (IoT) in telecommunication is shaping business dynamics 2.5G connected robots are being tested for autonomous food deliveries
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.New regulations seek wide voice call termination rates in EU 2.Regulations related to safety of high capacity 5G network in EU 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Telecom companies set goals to become carbon neutral by 2050

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Tele2 AB** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com