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## TELE2 AB SWOT & PESTLE ANALYSIS

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

## PESTLE Analysis :

The PESTLE Analysis for Tele2 AB is given below:

Political	Economical
1. Politics at spectrum auctions cost Telecom companies in European Union (EU) 2. Ban on Chinese telecom equipment providers in Sweden	1. CEF Telecom has planned investments in EU's digital telecom infrastructure
Social	Technological
1. Consumers are getting ready with necessities to utilize 5G strengths 2. Health concerns over 5G network rollout	1. Emergence of Internet of Things (IoT) in telecommunication is shaping business dynamics 2. 5G connected robots are being tested for autonomous food deliveries
Legal	Environmental
1. New regulations seek wide voice call termination rates in EU 2. Regulations related to safety of high capacity 5G network in EU	1. Telecom companies set goals to become carbon neutral by 2050

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