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## PT TELKOM INDONESIA TBK SWOT & PESTLE ANALYSIS

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**Company Name :** PT Telkom Indonesia Tbk

**Company Sector :** Telecommunications

**Operating Geography :** Indonesia, Asia, Global

**About the Company :**

PT Telkom Indonesia, or Telkom, is a multinational telecommunications business headquartered in Bandung, Indonesia. Over half of Telkom's outstanding shares are owned by the Indonesian government. The corporation may be traced back to the Dutch Colonial Government establishing the first electromagnetic telegraph service in Indonesia on October 23, 1856, to connect Batavia (Jakarta) and Buitenzorg (Bogor). Perumtel was renamed Perusahaan Perseroan (Persero) PT Telekomunikasi Indonesia or Telkom in 1991 after becoming a state-owned limited liability business. Fixed-line telephony, the internet, and data communications are all key businesses for Telkom. It is the parent firm of the Telkom Group, which is involved in a wide range of sectors including telecommunications, multimedia, real estate, and finance. Telkom also manages fixed-line phone exchanges, trunk networks, and local loop connections. Telkom is currently responsible for 8.3 million telephone lines in Indonesia. As of July 2021, the company leverages the talent of 24,276 employees.

Telkom Indonesia's USP or Unique Selling Point lies in its being one of the world's oldest telecommunications companies, as well as the country's dominant and largest fixed-line service provider. The mission statement of Telkom Indonesia reads, "Lead Indonesian Digital Innovation and Globalization".

**Revenue :**

IDR 136,462 billion - FY ending 31st December 2020 (y-o-y growth 0.66%)

IDR 135,567 billion - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for PT Telkom Indonesia Tbk is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Rapidly growing cellular operator in Indonesia</li> <li>2.Significant market share in fixed broadband services</li> <li>3.Widest infrastructure for telecom services</li> <li>4.Large scale data centers strengthen digital ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of presence in international market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rising need for fixed broadband services</li> <li>2.Digitization of enterprises needs advanced internet connectivity</li> <li>3.Growing segment of OTT platforms</li> <li>4.Emerging fintech segment will boost Telkom's LinkAja</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition in mobile segment</li> <li>2.Rise in competition from consolidations of large firms</li> <li>3.Hindrance to expansion due to Covid waves</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for PT Telkom Indonesia Tbk is given below:

Political	Economical
1. Government adopting and promoting digitization will boost telecom 2. Allocation of new spectrum by government will improve customer experience	1. Low purchasing power due to pandemic curbs on industries 2. Fund diversion away from telecom sector by enterprises due to Covid
Social	Technological
1. Users shifting towards online platforms for daily activities	1. Unlike other countries, satellite connectivity the only feasible option 2. Indonesia's telecom sector advances into 5G
Legal	Environmental
1. Omnibus law to increase efficiency 2. Reduced number of subscribers after mandatory registration rules	1. Telecom sector power consumption moving towards renewable energy

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