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SHAW COMMUNICATIONS INC. SWOT & PESTLE ANALYSIS

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Company Name : Shaw Communications Inc.

Company Sector : Telecommunications

Operating Geography : Canada, North America, Global

About the Company :

Shaw Communications Inc. is a telecommunications company based in Canada that offers services such as phone, Internet, television, and cell phones. Shaw headquartered in Calgary, Alberta, offers home telecommunications services mainly in Alberta and British Columbia, as well as satellite television services throughout the country. In 1966, JR Shaw founded Shaw in Edmonton, Alberta as Capital Cable Television Company, Ltd. It was initially a division of Shawcor, JR's father's company, but in the 1970s, the company was separated from Shawcor. Telus Communications is the company's main rival in Western Canada for home telecommunications. The company owns and operates a national network of 860,000 kilometres of fibre that it is constantly upgrading and enhancing, ensuring safety, reliability, and speed for its customers' homes and businesses. More than 6 million people are served by the company throughout the world. Smaller cable television services are operated by the company in Saskatchewan, Manitoba, and Northern Ontario. Shaw's affiliate Freedom Mobile offers mobile services in Alberta, British Columbia, and Southern Ontario under the Freedom and Shaw Mobile names. On April 15 2021, Shaw Communications Inc. launched Shaw Gig WiFi using the best in-home technologies to provide consumers with the higher speeds, lower latency, and more reliable WiFi signal they need to link all of their devices.

Shaw Communication's Unique Selling Point or USP lies in it being one of Canada's largest telecommunications companies, dedicated to providing outstanding consumer services through creative content and delivery offerings. Shaw Communication's mission statement reads "To deliver exceptional customer experience through outstanding people sharing Shaw Values".

Revenue :

CAD \$5.407 billion – FY ended 31st August, 2020

CAD \$2.161 billion – FY ended 31st August, 2019

SWOT Analysis :

The SWOT Analysis for Shaw Communications Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.It has a diversified portfolio in the Telecom industry 2.It is the fastest broadband provider in Canada 3.Strong balance sheet and good financial rating 	<ul style="list-style-type: none"> 1.Canada's telecom industry is one of the most expensive in the world 2.It is not a geographically diverse company and its revenues are dependent on Canada
Opportunities	Threats
<ul style="list-style-type: none"> 1.5G roll out to help generate increased revenues 2.Telecom industry booming with increased internet usage and digitalization globally 3.It can diversify into providing IOT solutions 4.Merger with Rogers communication will create economies of scale and synergistic effects 	<ul style="list-style-type: none"> 1.Covid 19 pandemic caused temporary/permanent closure of many of Shaw's retail network. 2.Increased debt after the deal between Rogers and Shaw 3.5G health concerns and anti 5G propaganda and fake news

PESTLE Analysis :

The PESTLE Analysis for Shaw Communications Inc. is given below:

Political	Economical
1.After souring relations with China, Canada discretely avoids Huawei's 5G tech. 2.Government of Canada investing for future high-speed internet	1.For decades Canada's economy is growing very slowly.
Social	Technological
1.Increased acceptance of digital technologies and digital economy driven by pandemic 2.Streaming services replacing cinema and TV	1.Rapid advancement of technologies and use of cloud computing 2.E-gaming/e-sports user base rapidly increasing across markets
Legal	Environmental
1.Government taking steps to opening the wireless market 2.Telecom companies lobbying government for favourable regulations 3.Regulations to reduce cell phone costs by 25% 4.Telecom industry in Canada is highly protected from foreign companies	1.Digital technology and initiatives to help fight climate change

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