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TELKOMSEL SWOT & PESTLE ANALYSIS

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Company Name : Telkomsel

Company Sector : Telecommunications

Operating Geography : Indonesia, Asia

About the Company :

PT Telekomunikasi Selular was founded in 1995 and is owned by Telkom Indonesia (65%) and Singtel (35%). It is headquartered in South Jakarta, Indonesia. The company's business is divided into two segments: Personal and Enterprise. The Personal segments include products such as Telkomsel Prepaid, Telkomsel Hello, by.U, Roaming & IDD, Home Internet, Bundling, and 5G, while its services includes videos, games, music, Kuncei, and many other additional services. The Enterprise segment of the company provides its products such as cloud services, data secured access, digital smart city, IoT, Office 365, and many more to small and large-scale businesses, and government entities. Telkomsel has also launched a D'Frontrunner program that targets the corporate segment to assist the Digital Transformation initiatives. As of early 2021, the company has 5,371 employees and 231,172 BTS operating across Indonesia. On September 2021, Telkomsel was The Best Company to Work For in Asia 2021 from HR Asia. On May 2021, it launched the first commercial 5G network in Indonesia.

Telekomsel's unique selling proposition or USP lies in providing the fastest 4G network and is one of the largest mobile internet providers in Indonesia. Telekom's mission statement reads, "Deliver mobile digital services and solutions that exceed customers' expectations, create value for our stakeholders, and support the economic development of the nation."

Revenue :

Rupiah 87.1 trillion - FY ending 31st December 2020 (y-o-y growth -4.4%)

Rupiah 91.1 trillion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Telkomsel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest wireless carrier in Indonesia 2.Large and loyal customer base 3.Pioneer in digital services in Indonesia 4.Strong financial performance and business model 5.Have one of the best workplace in Indonesia 	<ul style="list-style-type: none"> 1.Low growth in customer base 2.Dclines in legacy business 3.Inability to monetize digital business in response to languishing legacy revenue 4.Lacking new capabilities / competencies to support the transformation of business process
Opportunities	Threats
<ul style="list-style-type: none"> 1.Indonesian telecommunication industry is one of the fastest growing in the world 2.Large pool of startup unicorns in Indonesia 3.Increasing innovation in digital payments sector 4.Leveraging shift to e-learning and e-health 	<ul style="list-style-type: none"> 1.Competition from recent mergers of private carriers 2.Threats to submarine cable communication system

PESTLE Analysis :

The PESTLE Analysis for Telkomsel is given below:

Political	Economical
1.Alleged mismanagement of COVID-19 situation by Indonesian government 2.Government subsidies to boost e-learning	1.Economic recession in Indonesia post-COVID-19 2.Telco industry hard hit by the pandemic
Social	Technological
1.Increase in online content streaming during pandemic 2.Work-from-home culture increasing demand for internet services	1.Rising demand for 5G services 2.Innovations in cloud-based infrastructure 3.Increasing dependence of AI driven technology
Legal	Environmental
1.Rising number of data protection laws 2.Content bans imposed by Indonesian government	1.Rise in electronic waste generation

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