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INDOSAT OOREDOO SWOT & PESTLE ANALYSIS

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Company Name : Indosat Ooredoo

Company Sector : Telecommunications

Operating Geography : Jakarta, Indonesia

About the Company :

PT Indosat Tbk, a telecommunication services provider, which is headquartered in Jakarta, Indonesia was established in 1967, and was later rebranded as Indosat Ooredoo in 2015. While Ooredoo holds the majority of stake of 65%, the government and the public holds 14.29% and 20.71%, respectively. It provides a wide range of services such as cellular, fixed data and wireless broadband services. It also provides telecommunication or fixed voice offerings which includes IDD, fixed wireless and fixed phone services, and digital services. The company has two major subsidiaries: PT Indosat Mega Media (IM2) and PT Aplikasi Lintasarta, through which it provides wide range of fixed data or Multimedia, Internet & Data Communication (MIDI) services such as IPVPN, leased line, internet services and IT services to corporate segments. As of early 2021, the company has approximately 2,266 permanent employees. In September 2021, Indosat Ooredoo won a gold award at 2021 Asia-Pacific Stevie Awards for its innovative management, COVID-19 response, market-leading digital products and services, and commitment to network excellence. The company has been listed on the Indonesia Stock Exchange since 1994.

Indosat Ooredoo's unique selling proposition or USP lies in being the number one telecom player by customer market share. Indosat Ooredoo's mission is to be, "Leader in Providing Digital Touch Points, Strong Player in Key Geographies, Fast and Focused Player."

Revenue :

Rupiah 27,925.7 billion - FY ending 31st December 2020 (y-o-y growth 6.9%)

Rupiah 26,117.5 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Indosat Ooredoo is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Fastest growing company in the Indonesian Telco sector 2.Strong network of business partners and affiliates 3.Strong financial returns and business growth 4.High degree of customer retention 	<ul style="list-style-type: none"> 1.Upcoming merger given poor outlook by rating agencies 2.Lower market share compared to competitor Telkomsel
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leverage fast-growing Indonesian market 2.Enter strategic partnerships to expand business 3.Scaling new opportunities in IoT and IT service sectors 4.Meet rising demand for 5G services 	<ul style="list-style-type: none"> 1.Booming 5G market attracting many new entrants 2.Increased frequency of cyber-attacks 3.Web content bans imposed by Indonesian government

PESTLE Analysis :

The PESTLE Analysis for Indosat Ooredoo is given below:

<p style="text-align: center;">Political</p> <p>1. Government and private subsidies to boost e-learning</p> <p>2. Alleged mismanagement of COVID-19 situation by Indonesian government</p>	<p style="text-align: center;">Economical</p> <p>1. Recession in Indonesia due to COVID-19</p> <p>2. LIBOR will no longer be used as a benchmark for global transactions by end of 2021</p>
<p style="text-align: center;">Social</p> <p>1. Consumers spending more time online with 5G.</p>	<p style="text-align: center;">Technological</p> <p>1. 5G Pilot to set in motion promoting industrial progression.</p> <p>2. Designing of 5G-powered health innovation system.</p>
<p style="text-align: center;">Legal</p> <p>1. Internet service providers subject to government restrictions</p>	<p style="text-align: center;">Environmental</p> <p>1. Clearing of forested areas to build mobile network towers</p> <p>2. Rise in electronic waste generation</p>

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