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KYIVSTAR SWOT & PESTLE ANALYSIS

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Company Name : Kyivstar

Company Sector : Telecommunications

Operating Geography : Ukraine, Europe, Global

About the Company : Kyivstar is a Ukrainian telecommunications firm that offers communication and data transfer services using a variety of fixed and mobile technologies, including 3G and 4G. (LTE). The Company was established and registered in Ukraine in 1994 and has been providing mobile communications services since 1997 and is headquartered in Kyiv, Ukraine. Kyivstar is a subsidiary of VEON, one of the world's largest integrated telecommunications companies, headquartered in the Netherlands and listed on the NASDAQ and Euronext stock exchanges. The "Kyivstar" mobile network serves all of Ukraine's cities and towns, as well as over 28 thousand rural communities, all major national and regional highways, and the bulk of the country's sea and river coasts. The company now serves 85 per cent of the country's population with 4G coverage, with a target of reaching 90 per cent by 2021. In May 2021, the company announced that it will open TV services to subscribers of all operators. Kyivstar's USP is that it is Ukraine's largest mobile operator as well as one of the country's leading internet providers of broadband access ("Home Internet" service). The mission statement of Kyivstar reads, "to open new opportunities for Ukraine and change people's lives for the better"

Revenue :

Hryvnia 25,042 million - FY ending 31st December 2020 (y-o-y growth 12.42%)

Hryvnia 22,275 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Kyivstar is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.First mover in advanced technologies 2.Largest telecommunication operator in Ukraine 3.Owns infrastructure that forms important link between Europe and Asia 4.High share of foreign capital investments 	<ol style="list-style-type: none"> 1.Low penetration in rural areas 2.Lack of stability in subscriber base
Opportunities	Threats
<ol style="list-style-type: none"> 1.Telecom services in high demand for internet 2.Growth of digital payments 3.Acceleration of 4G network through partnerships 4.Rising smartphone user penetration 	<ol style="list-style-type: none"> 1.Huge competition from numerous providers 2.Low regulatory barriers leading to illegal providers

PESTLE Analysis :

The PESTLE Analysis for Kyivstar is given below:

Political	Economical
1.Escalations in eastern Ukraine can hinder operations 2.Ukraine blocking Russian websites hinders operations	1.Ultra-low ARPU makes it tough to survive 2.Large scale job losses reduced spending on services
Social	Technological
1.Rising demand due to work from home adoption 2.High usage of internet among youngsters	1.Automated call centres will become norm 2.5G will bring revolution in telecom
Legal	Environmental
1.Signing of EU-Ukraine agreement increases scope	1.Increase of permitted level of electromagnetic radiation

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Client Support:
support@swotandpestle.com