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## DHIRAAGU SWOT & PESTLE ANALYSIS

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**Company Name :** Dhiraagu

**Company Sector :** Telecommunication

**Operating Geography :** Maldives, Asia

**About the Company :**

Dhiraagu is a Maldivian telecommunications and digital services company that provides a wide range of mobile, internet, data, fixed-line, and television services. The business was established in 1988 and is headquartered in Male, Maldives. It provides telecommunications services in the Maldives, with over half a million subscribers and 99 per cent trained certified Maldivians working in 10 strategically situated operating centres across the country. Through the nation's largest retail and distribution network of 49 exclusive partners, 27 wholesalers, 40 distributors, 182 agents, 8 international agents, and over 3,800 retailers across the country, the company can overcome geographic obstacles and stay near to its clients. Dhiraagu has one of the world's longest microwave-over-water links. Fuvahmulah and Gaafu Dhaalu – and hence Gaafu Alifu atoll – are linked via a 65-kilometre equatorial link. As of 2023, the company leverages the talent of 430+ full time employees.

Dhiraagu's USP lies in it being Maldives' leading and largest telecommunications and digital services provider, offering a full variety of mobile, internet, data, fixed-line, and television services. The mission statement of the company reads, "Our business is to inspire and empower our customers to 'take on tomorrow' and thrive in the digital future".

**Revenue :**

MVR 2.6 billion - FY ending 31st December 2022 (y-o-y growth 2.3%)

MVR 2.5 billion - FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Dhiraagu is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Largest telecom provider in the Maldives</li> <li>2.First in Maldives and South Asia to launch 5G commercial services providing it first mover advantages.</li> <li>3.The company offers a wide variety of products and solutions.</li> <li>4.First and only digital IPTV service provider in Maldives</li> </ul>	<ul style="list-style-type: none"> <li>1.The company only offers its services in Maldives.</li> <li>2.The growth in the financials of the company has been stagnant</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.The successful completion of the Maldives-Sri Lanka Submarine Cable will help improve internet experience.</li> <li>2.The company completed 87% coverage on Dhiraagu Fibre Broadband Network increasing its market share.</li> <li>3.The growing digital adoption after the pandemic has unlocked new growth opportunities.</li> <li>4.Transition to a cashless economy providing opportunities for DhiraaguPay to increase its sales.</li> </ul>	<ul style="list-style-type: none"> <li>1.Reduction in the tourism sector due to the pandemic can negatively impact revenue</li> <li>2.Changes in government regulations can affect the operations of the company</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dhiraagu is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.The SMW6 consortium aims at laying around 19,200 km of sea cables connecting south east Asia to Europe</p> <p>2.2. A new National Payment System act was introduced in Maldives in 2021</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Fluctuations in exchange rate impact the costs and revenues.</p> <p>2.The tourism industry in Maldives has recovered to the pre-pandemic levels.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Increased willingness to adopt new technology leading to acceleration of digital economy</p> <p>2.Shifting to digital classrooms due to covid-19 restrictions leading to increased demand of the company's solutions</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.5g technology is going to change the way of the world</p> <p>2.Use of threat intelligence and machine learning to inform customers on real time basis</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.An amendment made to the broadcasting act in Maldives restricts companies with foreign shareholders from broadcasting rights</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Committed to low emission carbon resilient business practises to reduce carbon footprint</p>

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