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## COMCAST CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Comcast Corporation

**Company Sector :** Telecom and Mass Media

**Operating Geography :** North America, United States

**About the Company :** Comcast Corporation is a global technology and mass media company comprising of Comcast Cable and NBCUniversal, the latter being acquired from General Electric. The company is involved in development, managing and operations of cable networks since 1963. The company's business is divided into Cable communications as part of Comcast Cable and into Broadcast Television, Cable networks, Filmed entertainment and Theme Parks as part of NBCUniversal. The company is headquartered in Philadelphia, Pennsylvania and is a family-owned business despite being publicly traded. Its USP or unique selling proposition lies in "offering the best combination of services, cost, and reliability in the telecom industry. The Comcast engage website, Dual wifi setup and the UPWARE solutions are some of the unique offerings." The Company's vision statement is "As Comcast evolves, we continue to look to the future - seeking out new communications technology, new opportunities, and more choices. We want to continue to provide people with the communications products and services that connect them to what's important in their lives."

**Revenue :**US \$74.51 Billion – FY ending March 2016

**SWOT Analysis :**

The SWOT Analysis for Comcast Corporation is given below:

| Strengths  | Weaknesses   |
|--|--|
| <ul style="list-style-type: none"> <li>1.Strong core business and positioning</li> <li>2.Technology adoption and innovation</li> <li>3.Attracting and retaining top talent</li> <li>4.Strong film slate for NBC Universal</li> </ul> | <ul style="list-style-type: none"> <li>1.Dependency on latest technology</li> <li>2.Disruptions in information systems and networks</li> <li>3.Revenue stream dependent on consumer acceptance of content</li> </ul> |
| Opportunities  | Threats  |
| <ul style="list-style-type: none"> <li>1.Inorganic Growth through acquisitions</li> <li>2.Potential for venture capital division</li> </ul>  | <ul style="list-style-type: none"> <li>1.Heavy Competition</li> <li>2.Changes in advertising markets</li> <li>3.Heavily regulated industry</li> <li>4.Changes in regulations</li> </ul>                              |

## PESTLE Analysis :

The PESTLE Analysis for Comcast Corporation is given below:

|   |   |
|---|---|
| <p style="text-align: center;"><b>Political</b></p> <p>1.Engagement in public policy issues through political associations</p>  | <p style="text-align: center;"><b>Economical</b></p> <p>1.Slowing economy can adversely impact revenues</p>   |
| <p style="text-align: center;"><b>Social</b></p> <p>1.Growing demand of video content and advertisements<br/>2.Criticism and poor reputation for negative practices</p> | <p style="text-align: center;"><b>Technological</b></p> <p>1.Differentiation through product and technology innovation<br/>2.Leveraging big data for real-time operational insights</p> |
| <p style="text-align: center;"><b>Legal</b></p> <p>1.Strongly regulated industry with frequent changes<br/>2.Compliance framework to prevent violations</p>             | <p style="text-align: center;"><b>Environmental</b></p> <p>1.Investments in building environmentally sustainable operations</p>   |

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