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## O2 HOLDINGS LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** O2 Holdings Limited

**Company Sector :** Telecommunications

**Operating Geography :** The UK, Europe

**About the Company :** O2 is Telefónica UK Limited's commercial brand and a British telecommunications services company based in Slough, England. Cellnet (O2) was established on January 7, 1985, as a 60:40 joint venture between BT Group and Securicor. Telefónica, a Spanish telecoms corporation, purchased O2 plc in 2006 and on June 1, 2021, O2 and Virgin Media legally combined to establish Virgin Media O2, a joint venture between Telefonica and Liberty Global. The corporation has 48 million internet, mobile, TV, and home phone connections in the United Kingdom. Its fixed network currently serves 15.6 million premises, as well as a mobile network that provides 4G service to 99 per cent of the country's population and 5G service to more than 300 towns and cities. The company helps the government as well as small and large businesses. This comprises a wide range of managed connectivity services and flexible working capabilities, as well as security, data insight, 5G private networks, cloud solutions, and wholesale services to other operators and partners. Virgin Media O2 announced on February 2022 that it expanded its ultrafast gigabit network to tens of thousands of Cricklewood residences.

The USP of O2 Holdings Limited lies in its being the premier digital communications firm with the highest customer satisfaction of any mobile carrier. The mission statement of O2 Holdings Limited reads, "At O2 it's our responsibility to be there for our customers, providing fantastic connectivity and the best value while maintaining the industry's leading customer service. We're all about providing technology that creates new, exciting and personal experiences for more than 35 million people".

**Revenue :**

Euro 5962 million - FY ending 31st December 2020 (y-o-y reduction 4.4%)

Euro 6235 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for O2 Holdings Limited is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. One of the largest telecom and entertainment companies in the UK with 45 million + subscribers.</li> <li>2.Partnership with big brands boosts brand value.</li> <li>3.Won the award for "Most Reliable Network" for the last three years.</li> </ol>	<ol style="list-style-type: none"> <li>1. Network speed allegedly not as good as competitors in the industry</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Merger with Virgin Media creates a chance to become industry leader.</li> <li>2.5G networking spreading fast globally</li> <li>3.EU-UK roaming charges has potential for giving a competitive edge.</li> <li>4.Increasing spread of gigabit broadband coverage across UK.</li> </ol>	<ol style="list-style-type: none"> <li>1. Changing data protection and privacy regulations will require revamped operations.</li> <li>2.Covid \u2013 19 continues to cause supply chain issues.</li> <li>3.On-going investigation for bribery will disrupt operations and may harm brand value.</li> <li>4.UK's telecommunication industry is one of the most competitive in the world.</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for O2 Holdings Limited is given below:

Political	Economical
1.Post Brexit data transfer from EU to UK and vice versa complications	1.Recession and inflationary pressures of the pandemic likely to affect consumer spending and economic growth. 2.UK telecommunications under danger of saturation.
Social	Technological
1.Customers prefer self-service channels. 2.Pandemic behaviour leads to higher data pack usage.	1.5G networks expanding across the UK. 2.UK aiming for 85% gigabit broadband coverage by 2025. 3.AI gaining traction in telecommunication sector.
Legal	Environmental
1.Reforms expected in UK's data protection regulations.	1.Increasing number of companies are setting net zero targets.

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **O2 Holdings Limited** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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