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COGECO INC. SWOT & PESTLE ANALYSIS

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Company Name : Cogeco Inc.

Company Sector : Telecommunications

Operating Geography : Canada, North America

About the Company : Cogeco Inc. is a diversified holding company, operating primarily in communication and media sectors. The Canadian company is headquartered at Montreal, Quebec with approximately 3800 employees at its helm as of June 2021. It was found in 1957 by Henri Audet. The company has two major parts which operate under the names of Cogeco Communications Inc. and Cogeco Media. Cogeco Communications Inc. is further divided into two units namely Cogeco Connexion and Atlantic Broadband. Cogeco provides its customers a wide selection of telecommunication products and services which include cable, radio, television broadcasting, telephone and Internet services in Canada and USA. Cogeco Connexion is the company's unit operating in Canada. It is the second largest cable operator in Ontario and Québec with regards to the number of its cable service customers. Atlantic Broadband, the company's US unit provides similar service in 11 states of the country. It is headquartered at Quincy, Massachusetts. Together these units own 2,982,402 primary service units in Canadian and American Broadband Services. They serve about a 1000 communities in both the countries. Cogeco Media has ownership of 23 radio stations and a news agency namely, Cogeco News. The subsidiary is in charge of their operations as well. Cogeco Communications , received a prestigious inclusion in The Sustainability Yearbook 2022, presented by S&P Global for its excellence in implementing best ESG business practices. It featured, for a third consecutive year among the world's 100 most sustainable corporations according to Corporate Knights in 2022. Cogeco's vision is to become an organization that provides its stakeholders the best and most sustainable value from its operations. Its mission is to bring communities together via means of great communication and entertainment experiences. Cogeco's Unique Selling Proposition or USP lies in its commitment to address the digital divide between large urban centres and regional areas by expanding its reach through network investments.

Revenue :

CAD 2,384 million - FY ending 31st August 2020 (y-o-y growth 2.2%)

CAD 2,332 million - FY ending 31st August 2019

SWOT Analysis :

The SWOT Analysis for Cogeco Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strategic acquisitions helped in expansion across geographies 2.Only broadband company with significant presence in both USA and Canada 3.Continuous investment in infrastructure 4.Consistent high profit operations among peers 	<ul style="list-style-type: none"> 1.System troubles impacting service reputation 2.Marketing capabilities are easily surpassed by competitors
Opportunities	Threats
<ul style="list-style-type: none"> 1.New venture of IPTV to cater to modern TV subscribers 2.Increased use of broadband services during pandemic 3.Hybrid Mobile Network Operator model can increase reach 	<ul style="list-style-type: none"> 1.Tendency to opt for streaming services over traditional broadcast 2.High vertical integration between service providers and content creation studios 3.Possible discontinuation of popular services due to appeal against wholesale code 4.Continuous reduction in landline telephony

PESTLE Analysis :

The PESTLE Analysis for Cogeco Inc. is given below:

Political	Economical
1.Canadian government focused on improved connectivity in rural areas 2.USA to build a future proof affordable internet connectivity	1.Seasonality in economic activity affects the subscriptions
Social	Technological
1.Steep increase in internet usage for entertainment 2.Increased usage of phone calls	1. 5G will change consumption pattern 2.Advancements in fibre optic technology will boost industrial infrastructure
Legal	Environmental
1.CRTC's costing decision leads to uncertainty in margins 2.FCC's recategorization of broadband as information service increases regulations	1.CEEVA implementation by industry to reduce carbon emissions

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