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CHINA UNICOM LIMITED SWOT & PESTLE ANALYSIS

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Company Name : China Unicom Limited

Company Sector : Telecommunications

Operating Geography : Hong Kong (China), Asia, Global

About the Company :

China Unicom Ltd. is a holding company that, through its subsidiaries, provides phone, broadband, and mobile data services, as well as data and internet application services. The company is headquartered in Hong Kong, China. On February 8, 2000, the corporation was established. It began as a wireless paging and GSM mobile operator and now offers a variety of services in mainland China, including a statewide GSM mobile network, long-distance, local calling, data transmission, Internet services, and IP telephony. The Company's telecommunications network reaches across China and connects to the rest of the world. It offers mobile broadband, fixed-line broadband, mobile voice, fixed-line voice, ICT, data communications, and other value-added services. China Unicom continues to promote the transformation of its channel model and improve its online and offline integrated operation capabilities in order to create a smart, open, and integrated channel ecosystem through measures such as focusing on middle interface touchpoints, integrating online and offline services, and cross-industry ecological cooperation, in order to create a smart, open, and integrated channel ecosystem. As of early 2022, China Unicom employees 242,500 people.

China Unicom's Unique Selling Point or USP lies in it being the world's fifth-largest mobile service provider by subscriber base. The mission statement of the company reads, "The Company is committed to being a creator of smart living trusted by customers, connecting the world to innovate and share a good smart living, improving the quality of products and services continuously to fulfil customer needs".

Revenue :

RMB 327.85 billion - FY ending 31st Dec 2021 (y-o-y growth 7.9%)

RMB 303.84 billion - FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for China Unicom Limited is given below:

Strengths	Weaknesses
<p>1.Focus on AI, cloud computing, 5G, Big Data and IoT makes China Unicom an industry and innovation leader</p> <p>2.Top Five leading companies in the telecoms Industry with 22% market share of 5G subscribers, top three telecoms company in China</p> <p>3.Growth rates in Revenues, Profits and Dividend per share is higher than industry average</p> <p>4.Enhanced growth quality and profitability sustainably through active transformation and in-depth mixed-ownership reform</p> <p>5.5G subscriber packager penetration is higher than Industry average</p>	<p>1.Adverse impact on customer acquisition, business development and network deployment</p> <p>2.High Number of low-value customers</p>
Opportunities	Threats
<p>1.Adopt customized strategy based on the geographical features to maintain steady growth of broadband business</p> <p>2.Expansion to rural areas through introduction of 3G</p> <p>3.Expansion in innovative technology in education and healthcare nation-wide</p>	<p>1.Government service obligations result in unprofitable services</p> <p>2.China Unicom is being delisted from NYSE soon</p>

PESTLE Analysis :

The PESTLE Analysis for China Unicom Limited is given below:

Political	Economical
1.Currently many countries have instability in relations and tensions with China 2.Political Instability in Hong Kong and neighboring locations	1.Chinese economy in turmoil but slowly recovering 2.Chinese telecom firms lose \$5.6 billion in value as index providers MSCI, FTSE Russell, S&P Dow Jones drop them
Social	Technological
1.Nearly 40% of China's population lives in rural area with low income and low network access 2.53% of Chinese population owns a smartphone; consumers care about data privacy use of personal data	1.Increasing demand for 5G in many countries 2.Increased demand for AI, Cloud Computing and Data Analytics in numerous countries
Legal	Environmental
1.New registration requirement in Hong-Kong for pre-paid SIMs creating legal concerns 2.Chinese data and privacy breaching activities, illegal hacking creating legal concerns	1.High Compliance with Chinese Environmental and Regulation laws

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