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## ORANGE S.A. SWOT & PESTLE ANALYSIS

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**Company Name :** Orange S.A.

**Company Sector :** Telecommunication Services

**Operating Geography :** Europe, France, Global

**About the Company :**

Orange is one of the top telecommunications providers in the world. The Group has operations in 26 nations. Under the name Orange Business Services, Orange is also a top provider of international IT and telecommunications services to multinational corporations. Since 2006, Orange has been the company's primary brand for mobile, landline, internet, and Internet Protocol television (IPTV) services. The Orange brand debuted in the United Kingdom in 1994, following Hutchison Whampoa's acquisition of a majority share in Microtel Communications, which became a subsidiary of Mannesmann in 1999 before being bought by France Télécom in 2000. On July 1, 2013, the corporation France Télécom was renamed as Orange. Orange features on both the Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN). As of early 2023, Orange employed over 140,000 people.

The USP of Orange SA lies in it being one of the largest telecom providers in the world. The mission of Orange is “to ensure that digital services are well thought-out, made available and used in a more caring, inclusive, and sustainable way in all areas of our business.”

**Revenue :**

42.5 billion EUR - FY ending 31st December 2021 (y-o-y growth of 0.8%)

42.2 billion EUR - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Orange S.A. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Vast physical assets for fixed and mobile networks and continued focus on improving quality</li> <li>2.Strong geographical presence around the world</li> <li>3.Huge customer base and wide network coverage</li> </ul>	<ul style="list-style-type: none"> <li>1.No presence in emerging Asian markets.</li> <li>2.Highly reliant on French markets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase in the share of 5G mobile connections worldwide between 2021 and 2025</li> <li>2.Scope in Africa for expansion</li> <li>3.To provide services reflecting today's service lifestyles</li> <li>4.Orange Bank is all set to boost mobile banking</li> <li>5.Opportunity to tap booming corporate requirements</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing security and privacy concerns</li> <li>2.Stiff competition in domestic as well as international markets</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Orange S.A. is given below:

Political	Economical
1. Policy participation for shaping Europe's digital future 2. Impact of Russia-Ukraine war on telecoms	1. Consolidation through M&A to enable telecom companies to build scale 2. Rising inflation has a significant impact on telecom providers
Social	Technological
1. Increasing consumer demand for digital content 2. Increasing acceptability of mobile payments	1. Investments in network upgrades 2. Increasing use of 5G networks across the world
Legal	Environmental
1. Highly competitive industry environment leading to stronger regulatory practices	1. Initiatives for environment sustainability 2. Renewable electricity purchase contracts in Europe

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Orange S.A.** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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