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MAXIS COMMUNICATION SWOT & PESTLE ANALYSIS

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Company Name : Maxis Communication

Company Sector : Telecommunication Services Provider

Operating Geography : Malaysia, Asia, Global

About the Company :

Maxis Communication or Maxis Berhad is one of the oldest and largest communications service providers in Malaysia. Headquartered in Kuala Lumpur, Malaysia, it provides various communication applications, products and value-added services for its consumers, large enterprises as well as small business owners. Founded in 1993 by Ananda Krishnan, this company operates 2G EDGE, 4G LTE AND 4G LTE-A networks. Maxis 4G LTE network covers 92% of the population in the country. Being the first to launch LTE services in Malaysia, it also launched other services namely Maxis Fast Tap, Maxis eBooks, Maxis eKelas, Maxis eKelas Usahawan, Maxis Fiber Broadband and Hotlink. Hotlink is the first telecommunication which claims to offer free internet services on cellular networks. Maxis brand purpose is “Always Be Ahead” which signifies the merging of Maxis and Malaysia’s past, present and future journeys together in this rapid developing digital age. In Maxis Communication new logo, the squiggle has been removed from the letter “I” and placed beside the wordmark “MAXIS”. In 2022 Maxis has launched revolutionary Managed Voice to future proof communications systems for business purposes. As of early 2022 Maxis Communication has approximately 3,748 employees. The several awards and accolades received by Maxis Communication are as follows: Champion in Telecommunication Category and 7th place overall, Graduates’ Choice Award, first runner up Telecommunication Category, Leading Graduate Employers Award, Finalist in Malaysia Building Trust Award, Best 4G coverage, Fastest Mobile Network (Malaysia) in Speed test Award and Media, Technology and Telecommunications In- house team of the year award.

The Unique Selling Proposition or USP of Maxis Communication lies in being the best technology provider to help people, businesses and nation in an evolving world. It is Malaysia’s leading telecommunication company which embraces innovative and digital ideas helping to create amazing services for its customers. Maxis Communication mission statement is “to bring together the best of technology to help people, businesses and the nation always be ahead in a changing world.”

Revenue :

RM 9,203 million - FY ending 31st December 2021 (y-o-y growth 2%)

RM 8,966 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Maxis Communication is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Among the top three telecom operators in Malaysia in terms of market share. 2.Strong partnerships with many brands to improve services. 3.Diverse product offerings for both individuals and enterprises. 4.Leader in terms of 4g data speed. 	<ul style="list-style-type: none"> 1.Limited presence across globe may lead to stagnation in subscriber base.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Benefit from the digital transformation in SMEs. 2.Drive product innovation to improve the product offerings. 3.Implement digital transformation in network system. 4.Improve customer experience through online stores and other initiatives. 	<ul style="list-style-type: none"> 1.Increased competition in the telecom industry can affect market share. 2.Change in government regulations can affect operations. 3.Supply chain disruptions can affect the services of the company. 4.Disruptions in services due to Covid-19

PESTLE Analysis :

The PESTLE Analysis for Maxis Communication is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.The MyDigital initiative of Malaysian government aims at making Malaysia a regional pioneer in digital economy. 2.JENDELA initiative of Malaysian government aims at increasing the efficiency and penetration of broadband services. 3.The government of Malaysia has decided to proceed with DNB as a single wholesale 5g network in Malaysia. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Malaysian government has launched several stimulus packages to support the economic recovery from covid-19.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.More than half of the middle-income households have entered into the bottom 40% category in Malaysia. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Global businesses are undergoing digital transformation rapidly. 2.The 12th Malaysia plan aims at accelerating technology adoption and innovation. 3.The demand for IOT solutions has increased as a result of covid-19.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Malaysia government is implementing amendments to the cybersecurity strategy 2020-2024. 2.The Malaysia communications and Multimedia commission has announced new Mandatory standards for quality of service. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Telecom industry giants are adopting fibre cables to drive sustainable growth for the environment.

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