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## PLDT INC SWOT & PESTLE ANALYSIS

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**Company Name :** PLDT Inc

**Company Sector :** Telecommunication Services

**Operating Geography :** Philippines, Asia, Global

**About the Company :**

The Philippine Long Distance Telephone Company was renamed PLDT, Inc., a holding company for telecommunications, internet, and digital services. The company has its headquarters in Makati City, Metro Manila. Along with Globe Telecom and the nascent Dito Telecommunity, it is one of the country's main telecom carriers. An ordinance of the Philippine Government created PLDT on November 18, 1928. The business provides wireless broadband, voice, data, and cellular services. Additional fixed-line services offered by the company include local exchange, international long-distance, data and other networks, and other services. Through several brands, including TNT, SmartBro, Sun Broadband, PLDT, Smart, and Sun Cellular, the firm advertises its services. These solutions are made accessible to corporate, retail, and SME clients. The Philippines, British Virgin Islands, Cayman Islands, and Singapore are all commercial hubs for the organisation. On July 7, 2022, PLDT Inc., Smart Communications, Inc. (Smart), a wireless division of PLDT Inc., and the MVP Sports Foundation (MVP SF) announced that they were supporting the Philippine Olympic Committee's (POC) initiative to create a trust fund to provide incentives to national athletes who win medals at the Olympics, Southeast Asian Games, and Asian Games.

The unique selling proposition or USP of PLDT is that it is the largest fully integrated telco in the Philippines and has one of the highest market capitalizations among listed firms in the country. The mission statement of PLDT reads, "Empower Filipinos everywhere with customer-focused digital innovations that unlock and share their infinite potential".

**Revenue :**

PHP 185,751 million - FY ending 31st December 2021 (y-o-y growth 6.9%)

PHP 173,634 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for PLDT Inc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Largest telecommunication service provider in Philippines.</li> <li>2.Diverse product offerings and business segments.</li> <li>3.Recipient of several awards in different categories for its services and performance.</li> <li>4.Company's financial product Maya is the largest non-bank payment processor in Philippines.</li> <li>5.Consistent growth in revenues and profits.</li> </ul>	<ul style="list-style-type: none"> <li>1.Philippines is prone to natural disasters which causes disruptions in services.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expand across international services.</li> <li>2.Scope to expand services in PLDT home business.</li> <li>3.Collaborate with government and other organizations to improve services.</li> <li>4.Grow in the financial segment business through new products and services.</li> </ul>	<ul style="list-style-type: none"> <li>1.Supply chain disruptions can affect the operations of the company.</li> <li>2.Growing competition in the Philippines telecom industry can affect market share.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for PLDT Inc is given below:

Political	Economical
<p>1.DICT has approved PHP7.7 billion to rollout 23,100 sites for public hotspots in Philippines.</p> <p>2.Political tensions may escalate between US and Philippines upon Huawei 5G rollout in Philippines.</p> <p>3.Ukraine- Russia war has disrupted the global supply chain.</p>	<p>1.Inflation is soaring up in Philippines.</p>
Social	Technological
<p>1.Increasing number of telecom companies are focusing on improving their customer's experience.</p>	<p>1.Satellite friendly measures are being taken to enable environment for satellite system providers in Philippines.</p> <p>2.Digital transformation is ramping up in the telecom industry of Philippines.</p> <p>3.IOTs are being used extensively for different applications.</p>
Legal	Environmental
<p>1.Amendments have been proposed to the existing data privacy act in Philippines.</p> <p>2.Open access in data transmission act has been passed to update telecom laws with respect to digitization.</p>	<p>1.Telecom industry is replacing copper cables with fibre to drive sustainable growth for the environment.</p>

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