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## OOREDOO SWOT & PESTLE ANALYSIS

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**Company Name :** Ooredoo

**Company Sector :** Telecom

**Operating Geography :** Qatar, Middle East, Global

**About the Company :**

Ooredoo is a leading international Qatari telecommunications company with international presence in North Africa, the Middle East and Southeast Asia markets. It was established as Qtel in 1987 and is based out of Doha, Qatar. It was established in 1987. Initially launched as a telephony company Ooredoo rapidly grew to become one of the largest telecommunications providers in Qatar offering trending technologies to the State like mobile, broadband, content, TV and fiber services. Ooredoo features on the Qatar Stock Exchange and the Abu Dhabi Securities Exchange. It has more than 121 million users worldwide as of 2021, and was the first operator to provide commercial 5G services anywhere in the world in Qatar. The company rose to prominence on a global scale by serving as the 2021 Qatar Grand Prix's title sponsor. As of early 2023, Ooredoo employed over 16,000 people.

Ooredoo's USP lies in it being the largest telecom providers in Qatar. Ooredoo's mission is "to empower our customers to access and enjoy the best of the Internet in a way that is personal and unique to them."

**Revenue :**

QAR 30 billion - FY ending 31st Dec 2021 (y-o-y growth 4%)

QAR 28.9 billion - FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for Ooredoo is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Strong growth and brand value</li> <li>2.Market leader in Qatar with best-in-class service offerings compared to regional and global peers</li> <li>3.Data leader in its markets with 4G technologies available in Ooredoo's eight out of ten key markets</li> <li>4.Strong customer growth in emerging markets like Myanmar and Indonesia</li> <li>5.Enjoys Qatari Government support</li> <li>6.First telecom operator in Qatar to offer Google Pay in Ooredoo app</li> </ol>	<ol style="list-style-type: none"> <li>1.Political interference can be a major factor interfering with business decisions</li> <li>2.Closure of Myanmar business due to low revenues</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Launch of 4K TV services by Ooredoo has potential to revolutionize the entertainment segment with end-to-end digital experience</li> <li>2.The FIFA football world cup held in Qatar in 2022</li> <li>3.Scope for injecting venture capital for supporting huge investments needed for upgrading infrastructure.</li> <li>4.Growth using merger and acquisitions</li> <li>5.New store opening to enhance customer service</li> </ol>	<ol style="list-style-type: none"> <li>1.Terrorist attacks in Europe and instability in Middle East</li> <li>2.Ooredoo's success depends on Qatari economy which in turn is dependent on oil prices which have been quite volatile</li> <li>3.Cut throat competition which exerts pricing pressures</li> <li>4.Rapidly changing technology which demands capital investment</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Ooredoo is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Myanmar political unrest led to closure of telecoms</li> <li>2. Blockade on Qatar made it more independent and resilient</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Qatar having one the highest per capita GDP globally</li> <li>2. Slowdown fears in the Qatari economy due to oil price fluctuations</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Growing demand for online video content</li> <li>2. Qatarisation remains a key priority for Ooredoo</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Cloud and IoT services opening up open up new growth opportunities</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Accusations on Ooredoo by Qatar's Communications Regulatory Authority (CRA)</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Priority focus on innovative energy sources to mitigate environmental impact</li> <li>2. Ooredoo's foray into smart technology to bring in environmental benefits</li> </ol>

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