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CHINA MOBILE COMMUNICATIONS SWOT & PESTLE ANALYSIS

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Company Name : China Mobile Communications

Company Sector : Telecommunications

Operating Geography : China, Hong Kong, Pakistan

About the Company : Formerly known as China Telecom Mobile Communication Bureau, China Mobile Communications Corporation was founded in 1997 and is based in Beijing, China. It is a telecommunication company providing mobile voice and multimedia services. As of May 2016, it is the world's largest mobile phone operator by subscribers (835 Million).

Revenue :Rmb 708.4 bn (\$102.8 bn) (FY ending 31st December, 2016)

SWOT Analysis :

The SWOT Analysis for China Mobile Communications is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.First mover in the 4G services 2.64% of market share in 4G services 3.World's largest VoLTE network 4.Unflagging pursuit of customer service excellence 	<ul style="list-style-type: none"> 1.Limited geographical presence 2.Steady decline in net profit 3.Incompetence in decision making
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into rural markets in China 2.International expansion 	<ul style="list-style-type: none"> 1.Introduction of foreign players 2.High number of low-value customers 3.Withdrawal of Chinese government from China Mobile

PESTLE Analysis :

The PESTLE Analysis for China Mobile Communications is given below:

<p style="text-align: center;">Political</p> <p>1.Regulatory and policy changes.</p>	<p style="text-align: center;">Economical</p> <p>1.Significant GDP growth rate 2.High bargaining power of the customers along with low switching over cost</p>
<p style="text-align: center;">Social</p> <p>1.High literacy rate 2.Strengthening connectivity and value co-creation 3.Innovative social development towards improvement in people's livelihood</p>	<p style="text-align: center;">Technological</p> <p>1.Proactively tapping the household market by expanding range of home broadband products 2.Surpassed the industrial benchmark in NFC and e-wallet business 3.Launched an IoT platform named OneNET</p>
<p style="text-align: center;">Legal</p> <p>1.Ericsson and China Mobile sign strategic agreement to cooperate on IoT</p>	<p style="text-align: center;">Environmental</p> <p>1.Adherence to the G4 Sustainability Reporting Guidelines published by GRI 2.Climate strategy with energy saving and emission reduction</p>

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