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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:

Political	Economical
1.Regulatory and policy changes.	1.Significant GDP growth rate 2.High bargaining power of the customers along with low switching over cost
Social	Technological
1.High literacy rate 2.Strengthening connectivity and value co-creation 3.Innovative social development towards improvement in people's livelihood	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
Legal	Environmental
1.Ericsson and China Mobile sign strategic agreement to cooperate on IoT	1.Adherence to the G4 Sustainability Reporting Guidelines published by GRI 2.Climate strategy with energy saving and emission reduction

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