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## CENTURLINK SWOT & PESTLE ANALYSIS

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**Company Name :** CenturyLink

**Company Sector :** Telecommunications

**Operating Geography :** USA, North America, Global

**About the Company :** CenturyLink is a telecommunications company with headquarters located in Monroe, Louisiana. The company offers a host of services in its sector which includes network and data management, cloud services, hosting services and IT consulting. The company is currently the third largest provider of telecommunications services in the United States. Its vision states ‘To improve lives, strengthen businesses and connect communities by delivering advanced technologies and solutions with honest and personal service. To achieve this level of success, we must be committed to living the Unifying Principles.’

**Revenue :**US\$ 17.5 billion (2016)

**SWOT Analysis :**

The SWOT Analysis for CenturyLink is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Reputed telecom in North America with more than 55 data centres across North America, Europe and Asia Pacific region</li> <li>2.Large spread of high speed fiber optic cables</li> <li>3.Flexible bundling options</li> <li>4.One stop solution for its customers</li> <li>5.Inorganic growth through strategic acquisitions</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining Net Income and Total Revenue</li> <li>2.Lack of new products and weak research</li> <li>3.Expensive FTTH (Fiber To The Home) installation</li> <li>4.Reliance on various third parties and subsidiaries</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Use of emerging digitalization in future</li> <li>2.Increase LTE penetration in un-served &amp; underserved rural areas</li> <li>3.Penetration in international and domestic market for Hybrid IT solutions</li> </ul>	<ul style="list-style-type: none"> <li>1.Fast growing technology, a threat to traditional services</li> <li>2.Stiff competition from ILECs, new CLECs and other alternate communication systems</li> <li>3.Risks in the form of natural disasters</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for CenturyLink is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. CenturyLink makes direct contributions to political connections</li> <li>2. CenturyLink participates in trade association memberships and related engagements</li> <li>3. Changes in rules and regulations affecting public companies in USA</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Increasing penetration of technology has led to preference changes resulting in decreasing revenues for CenturyLink</li> <li>2. Depreciation of stock prices after the latest acquisition</li> <li>3. Difficulty in distribution of dividends to shareholders</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. CenturyLink appeals to masses</li> <li>2. CenturyLink maintains high diversity in spite of multiple acquisitions</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. CenturyLink has always been adapting to recent trends and technological changes</li> <li>2. CenturyLink offers PrismTv to overcome the problems of a traditional satellite dish</li> <li>3. Innovative technological solutions changing the dynamics in the IT sector</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. CenturyLink non-compliance to FCC requirements can cause substantial damage</li> <li>2. Regulatory risks and compliance costs increase in overseas operations</li> <li>3. Liability for the material that content providers distribute over CenturyLink's network</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. CenturyLink has adopted a conscious effort to ensure environmental sustainability</li> <li>2. Recycling and disaster management have reduced fines and carbon emissions</li> </ol>

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