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VODAFONE GROUP SWOT & PESTLE ANALYSIS

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Company Name : Vodafone Group

Company Sector : Telecom

Operating Geography : United Kingdom, Europe, Global

About the Company :

Vodafone Group plc is a major British multinational telecom company which is headquartered in London, U.K. The profound idea of cellular boom began when Racal Electronics Plc. and Millicom Inc. partnered in 1984 to offer mobile telephone services, thus marking the start of the Vodafone brand. Vodafone Group plc was finally established as an independent company in 1991. It has a significant presence in the Asia Pacific, Africa, the Middle East and Europe. It has more than 96,506 employees as of 2021. Vodafone stated in 2017 that it would merge its Indian operations with Idea, India's third-biggest network, to form the country's third largest operator, with almost 270 million users and accounting for 16% of the Indian cellphone service market. Vodafone controls 45.1% of the firm. Vodafone Idea was voted the Red Hat Innovator of the year 2021. Vodafone was presented with the special Diversity In Tech Outstanding Achievement Award at the 2022 Global Mobile (GLOMO) Awards at MWC22 Barcelona. In June 2022, Safaricom and Visa launched the 'M-PESA GlobalPay' virtual card, which allows consumers to use M-PESA for the first time to shop at more than 100 million merchants in 200 countries.

The USP of Vodafone lies in it being under the Top 10 telecom companies in the world. The mission of Vodafone is “Our aim is to build a sustainable digital society that is inclusive for all, where technology and connectivity are enhancing the future and improving people's lives.”

Revenue :

43.8 billion - FY ending March 31st 2021

44.9 billion - FY ending March 31st 2020

SWOT Analysis :

The SWOT Analysis for Vodafone Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Extensive market coverage with strong market share 2.Highly successful innovative advertising strategies 3.High success rate of M-Pesa, especially in Kenya 4.Increasing revenue streams with robust balance sheet 5.Successful merger of Vodafone with Idea in India 	<ul style="list-style-type: none"> 1.Challenge of capacity issue bottleneck if subscribers do not increase
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising investments to drive revenue growth 2.5G to bring seamless connectivity and market growth 3.Huge potential in African markets 4.Metaverse opportunities in digital experience of the consumers 	<ul style="list-style-type: none"> 1.Impact of Brexit and the subsequent devaluation of the British pound 2.Intense competition across markets 3.Declining subscriber base in India due to tariff hikes

PESTLE Analysis :

The PESTLE Analysis for Vodafone Group is given below:

Political	Economical
1.Impact of Brexit on business growth	1.Economic uncertainty causing sharp currency fluctuations
Social	Technological
1.Tech SME culture to promote local growth as well as improve digital economy 2.Growth in smart devices is giving consumers a 'connected mind-set'	1.Investments in 5G to drive growth 2.Growth in SVoD (Subscription Video on Demand) 3.Growing usage of Trade-In tool for mobile phones
Legal	Environmental
1.Regulatory clearances hindering business restructuring 2.Charges of cartelisation can impact reputation 3.Talks with Indian government to settle tax row	1.Initiatives for zero environment harm and sustainability

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