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## VERIZON SWOT & PESTLE ANALYSIS

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**Company Name :** Verizon

**Company Sector :** Telecommunications

**Operating Geography :** United States, North America, Global

**About the Company :**

Verizon is an American multinational telecommunications conglomerate established in 1984 as a result of the demerger the Bell System. The company is based out of Manhattan, New York City, but is incorporated in Delaware. Verizon has a vast and reliable network across the United States and thus is able to provide premium network services which is also its USP. The company also offers telecom and related products and solutions such as Internet of things (IoT), Cable television, Digital television IPTV, Fixed-line Mobile Broadband, Digital Media and Telematics. With these technologies the company strives to achieve its mission statement of “humanability - to give humans the ability to do more in this world” and its vision of “future growth based on network leadership”. The company has an employee base of around 118,400 people as of early 2023. Verizon ranks #9 in World Benchmarking Alliance's 2023 Digital Inclusion Benchmark. It is also awarded as the ‘Most Reliable 5G Network’ by RootMetrics.

Verizon’s unique selling proposition and USP lies in being one of the leading providers of technology, communications, information and entertainment products. Verizon’s mission statement reads, “We deliver the promise of the digital world to our customers. We make their innovative lifestyles possible.

**Revenue :**

US\$ 136.83 billion - FY ending 31st December 2022 (year-on-year growth of 2.4%)

US\$ 133.61 billion - FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for Verizon is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Largest mobile and wireless carrier in the United States</li> <li>2.Owner and operator of one of the largest global fiber-optic networks</li> <li>3.Consistent financial performance across the years</li> <li>4.First US mobile carrier to launch a 5G network</li> <li>5.Strong focus on 5G innovation and advanced technologies through incubations and partnerships</li> </ol>	<ol style="list-style-type: none"> <li>1.Late entry in unlimited data space</li> <li>2.Higher price compared to other players</li> <li>3.Huge debt will impact financials</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Potential in emerging markets</li> <li>2.Streaming deal with NFL to expand Verizon's content offering</li> <li>3.Leverage marketing platform and engage in inbound marketing:</li> <li>4.Expansion of corporate services segment</li> <li>5.Market opportunities by selling Yahoo and AOL to Apollo</li> </ol>	<ol style="list-style-type: none"> <li>1.Competition from established major content providers</li> <li>2.Price pressure from industry peers</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Verizon is given below:

Political	Economical
1.Contributions to election parties and public policy engagement 2.Russia-Ukraine war impact on telecommunication	1.Slowing economy can adversely impact revenues 2.Reduction in consumer spending due to rising inflation
Social	Technological
1.Free subscriptions to OTT platform	1.Technological innovations and upgrades 2.Strengthening technology capabilities through acquisitions
Legal	Environmental
1.Regulatory issues impacting business costs and competition	1.Reducing carbon foot printing 2.Recycling initiatives to reduce environmental waste Supporting customers during the time of natural disaster

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