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SAUDI TELECOM COMPANY SWOT & PESTLE ANALYSIS

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Company Name : Saudi Telecom Company

Company Sector : Telecommunication

Operating Geography : Saudi Arabia, Middle East.

About the Company : Saudi Telecom Company is a telecommunication company with headquarters located in Riyadh, Saudi Arabia. The company was founded on April 21, 1998 and is one amongst the larger telecommunications companies of the Middle East. The company provides telecommunication services in the Middle East and North Africa. In recent years it has also expanded into several GCC countries, Africa and Asia. The company now has offices located in Kuwait, India, Malaysia, Turkey, South Africa and Bahrain. The company has employee strength of 17000 as per 2019 records. Its services include card telephone, video streaming on demand, 3G and 4G services, pre-paid and post-paid mobile services, leased transmission circuits, etc. It had the monopoly in mobile phone services until Etihad Etisalat received its second license. In 2020, the company was awarded the Customer Experience Management Award 2020 at the London world customer experience conference for being the best telco operator.

The mission statement of Saudi Telecom Company reads, “to exceed our customers’ expectations so that, together, we reach new horizons.” The vision statement of Saudi Telecom Company reads, “To become a world-class digital leader providing innovative services and platforms to our customers and enabling the digital transformation of the MENA region. Saudi Telecom’s USP or unique selling point lies in being the largest in terms of market capitalization, total revenue and number of employees within the Middle East.

Revenue :

SAR 51.96 billion – FY ended 31 December 2019 (y-o-y growth 2.9%)

SAR 51.96 billion – FY ended 31 December 2018 (y-o-y growth 2.9%)

SAR 50.66 billion – FY ended 31 December 2017

SWOT Analysis :

The SWOT Analysis for Saudi Telecom Company is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Established market position across Middle East 2.Wide portfolio of services 3.Strong brand value in global and Arab markets 4.Strong competitive advantage with respect to peers 	<ol style="list-style-type: none"> 1.Limited International presence 2.Declining bottom line 3.Reducing assets liquidity
Opportunities	Threats
<ol style="list-style-type: none"> 1.Expansion to Asian countries 2.Increase in smartphone users 3.A rise in the adoption of 4G 4.Rapidly evolving technology 	<ol style="list-style-type: none"> 1.

PESTLE Analysis :

The PESTLE Analysis for Saudi Telecom Company is given below:

Political	Economical
1.Political and power issues in Saudi Arabia 2.Need to revamp policies 3.Growing ties with China to benefit telecom innovation	1.10th Development plan and Saudi 2030 vision 2.Oil-dependent economy to be impacted by fall in prices 3.Smart cities to boost demand for ICT 4.Impact of Covid-19 on economy and telecom sector
Social	Technological
1.Young tech-centric population 2.Technical skill gaps in Saudi Arabia	1.Investment in R&D to drive innovation 2.Strategic partnership with foreign companies
Legal	Environmental
1.Liberalization of the telecom sector to increase competition 2.Intellectual property rights to promote technology investments 3.Labor laws may make it difficult to get talented technical workers 4.Lift of ban on internet calls to impact incumbent players	1.Adherence to environmental standards

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