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## ROGERS COMMUNICATIONS SWOT & PESTLE ANALYSIS

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**Company Name :** Rogers Communications

**Company Sector :** Telecom & Mass Media

**Operating Geography :** North America, Canada

**About the Company :** Rogers Communications Inc. is a leading Canadian communications and media company. Founded in 1925 by Edward Rogers, the present enterprise dates back to 1960 when his son Ted Rogers founded Rogers Radio Broadcasting Corporation Ltd. Later the company acquired CHFI and started the cable and operations business. The company has its operations in landline and mobile telephony, internet services, digital television, broadcasting, cable TV and publishing with assets in telecommunications and mass media. It has around 25,200 employees as on 2016 with Alan Horn as the Chairman, Joe Natale as President & CEO and Edward S Rogers III as Deputy Chairman. Its mission is 'In Rogers, we strive to be unique with the form of services we render and how the operation of our business runs.'

**Revenue :\$13.7 billion – FY ending Dec 2016**

## SWOT Analysis :

The SWOT Analysis for Rogers Communications is given below:

Strengths	Weaknesses
1.Largest provider of wireless communication services in Canada 2.Diverse business operations and strong brand portfolio 3.Strong top line performance	1.Over dependence on Canadian market amidst heated competition 2.High attrition rate or employee turnover compared to industry standards
Opportunities	Threats
1.Partnership with Comcast 2.Growing demand for Cloud computing	1.Regulation in the industry 2.Reliance on third-party service providers and vendors 3.Rising competition in the industry

## PESTLE Analysis :

The PESTLE Analysis for Rogers Communications is given below:

Political	Economical
1.Tax reforms mulled by government 2.Threat to net neutrality in Canada	1.Increased competition expected 2.Impact of foreign exchange on wireless
Social	Technological
1.Among Canada's top employers 2.Growth of internet-based services	1.Changing technology landscape across business segments 2.Rise of IOT in the telecom sector
Legal	Environmental
1.Impact of billing regulations on Canada's carriers 2.Demand for deregulation to foster innovation 3.Ease of regulations for foreign ownership to increase competition	1.Commitment towards environmentally sustainable processes 2.Recycling and waste management programs

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Rogers Communications** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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