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ERICSSON SWOT & PESTLE ANALYSIS

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Company Name : Ericsson

Company Sector : Telecommunications and Networking equipment

Operating Geography : Sweden, Europe, Global

About the Company :

Ericsson was founded by Lars Magnus Ericsson in 1876, and has headquarters in Sweden. The primary business of the company lies in providing IT and communications technologies to telecom operators, networking equipment, IP networking devices, video systems, mobile broadband, traditional telecommunication services and others. Headquartered in Stockholm, the company has approximately 100,000 employees, as of 2023, and operates in about 180 countries. They have a well-established business in wireless communications and currently hold over 60,000 granted patents and over 100 signed licensing agreements. At 2021 Digital Symposium virtual awards ceremony, Ericsson was awarded in the Best 5G Core Technology (Vendor) category for its dual mode 5G Core technology at the 5G Middle East and North Africa.

Ericsson's Unique Selling Proposition lies in being the best in the 5G market all over the world. Ericsson's vision is a Networked Society where connectivity brings people together. The overall Ericsson mission statement is 'Innovating to Empower People, Business and Society, the long-term business strategy and clear internal messages from the senior team that all employees are expected to contribute to the innovation efforts.'

Revenue :

SEK 232.3 billion - FY ending 31st December 2021

SEK 232.4 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Ericsson is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.A diverse portfolio of cutting-edge technologies 2.Features top-notch positions in several global rankings 3.Increased focus on R&D and innovation 4.Global presence in around 180 countries 	<ol style="list-style-type: none"> 1.Declining sales and EBITDA margin
Opportunities	Threats
<ol style="list-style-type: none"> 1.Use of analytics and complete digitization to reduce cost 2.Increase in number of connected devices 3.Strategic acquisitions and divestments scaling opportunity for growth 4.Huawei's ban creating a massive opportunity for Ericsson 5. India ahead of world in 5G roll out, growing extremely fast 	<ol style="list-style-type: none"> 1.High competition in the telecom industry 2.Local and global operations impacted by Covid-19

PESTLE Analysis :

The PESTLE Analysis for Ericsson is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Liberalized Telecom industry in Sweden 2.Digital India initiatives by Indian government 3.U.S.- China trade war opening up the telecom infrastructure industry 4. Suspension of business in Russia post the war 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Global digital payments are expected to increase between 2021 and 2028 2.The economic impact of mobile broadband and broadband speed on GDP
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increased demand for high-speed data and data-hungry applications 2.Ericsson invests in local talents and launches Graduate Program in Kenya 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Advancements in 5G Technology 2.More chances of cyber-attacks on IoT devices
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Upgradation of Swiss Telecom Act 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Cognitive effects due to emission from GSM cell phone 2.Leveraging ICT for a low carbon economy 3. Sustainability initiatives to reduce carbon emissions

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