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DEUTSCHE TELEKOM SWOT & PESTLE ANALYSIS

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Company Name : Deutsche Telekom

Company Sector : Telecommunication

Operating Geography : Europe

About the Company :

Deutsche is a German telecommunication company headquartered in Bonn, Germany. The present enterprise was formed as a result of a split from Deutsche Bundespost in 1989. It offers fixed network services, mobile operations and system solutions like ICT products and high-performance IP based networks. It has a market cap of \$80 billion as of May 2017. The group offers its services in more than 50 countries across 3 continents. Deutsche has divided its operations into 4 segments and their activities into 3 segments by region. The company caters to 168 million mobile customers, around 28 million fixed-networks and around 19 million broadband lines and has a workforce of 217,300 employees as of December 2017. It ranks #77 in Forbes' Global 2000.

Its mission is to mobilize personal, social and business networking.

Revenue : Euro 74.9 billion (FY ending Dec 2017)

SWOT Analysis :

The SWOT Analysis for Deutsche Telekom is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading telecommunications player with growing market share 2. Success of fibre optic network 3. Consistently strong financial performance supporting expansion 4. Strong Footing in American Market 5. Strategic partnerships for greater synergies 	<ul style="list-style-type: none"> 1. Declining revenue in Germany 2. Weak performance in IT services and fixed line business
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing market for Internet of things 2. Innovation to capture untapped markets and generate more revenue 3. Increase market share in all geographies to become market leader 4. Increase in Data and voice needs 5. General Data Protection Regulation (GDPR) to open up new business opportunities 	<ul style="list-style-type: none"> 1. Intense competition in telecom industry 2. Shorter innovation cycle in telecom industry 3. Inappropriate spectrum allocation

PESTLE Analysis :

The PESTLE Analysis for Deutsche Telekom is given below:

<p style="text-align: center;">Political</p>	<p style="text-align: center;">Economical</p>
<p>1.Political Uncertainties 2.Impact of Brexit</p>	<p>1.Impact of Global macroeconomic environment</p>
<p style="text-align: center;">Social</p>	<p style="text-align: center;">Technological</p>
<p>1.Diversity in workforce</p>	<p>1.Digitalization of business 2.Upcoming launch of 5G 3.Seamless Connectivity through efficient IT system:</p>
<p style="text-align: center;">Legal</p>	<p style="text-align: center;">Environmental</p>
<p>1.Regulatory changes post Brexit 2.Changes in surcharge and termination rates</p>	<p>1.Increased use of Renewable Energy</p>

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