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SINGTEL SWOT & PESTLE ANALYSIS

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Company Name : Singtel

Company Sector : Telecom

Operating Geography : Singapore, Asia - Pacific, Global

About the Company :

Singtel (Singapore Telecommunications Limited) is the largest mobile network operator in Singapore. Owned by Temasek Holdings, SingTel has played an important part in the development of the country as a major communications hub in the South East Asia region. Today, SingTel continues to change the landscape of the digital media and ICT market in Singapore. Singtel has also made major investments outside Singapore, with a 100% ownership in Optus, second largest Australian telecom and 39.5% stake in Bharti Airtel, India's largest telecommunications company. The company operates its business through two segments: Group Consumer, and Group Enterprise. While the Group Consumer provides services and products such as mobile, pay TV, fixed broadband and voice, and equipment sales, the Group Enterprise provides services such as mobile, equipment sales, fixed voice and data, managed services, cloud computing, cyber security, information technology, and professional consulting to individuals, government entities, and enterprises. These services are provided through its subsidiaries in India, South Asia, Africa, Thailand, Indonesia, Singapore, and Australia. As of March 2021, the company has over 9,600 employees.

Singtel's unique selling proposition or USP lies in being one of the fastest growing 5G network provider in Singapore. Singtel's corporate mission and vision states "The Singtel Group aspires to be Asia Pacific's best multimedia and ICT solutions group. The Singtel Group's core values form the foundation of our culture and the way we do business and go to market."

Revenue :

Operating Revenue

S\$15,644 million – FY ending 31st March 2021

S\$16,542 million – FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Singtel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Next generation mobile network 2.Leading mobile operator in regional associates 3.High Brand Recognition 4.Turning NCS into B-2-B digital service provider 5.Providing seamless experienced to customers during Covid-19 pandemic 	<ul style="list-style-type: none"> 1.Majorly dependent on Singapore market 2.Mobile Revenue decreasing in Australia
Opportunities	Threats
<ul style="list-style-type: none"> 1.Asia Pacific region still to be harvested 2.Mobile Data and Broadband Services 3.Tremendous growth potential in associates markets 4 Investing in multi-access edge compute (MEC) platform 5.Acquiring firms in Singapore, Hong Kong and Australia as part of its Asia-Pacific expansion: 	<ul style="list-style-type: none"> 1.Regulatory changes 2.Competitive pressure across markets 3.Covid-19 pandemic impacting the profitability of the company

PESTLE Analysis :

The PESTLE Analysis for Singtel is given below:

Political	Economical
1.Singapore government holding	1.Customer friendly services during economic downturn 2.Change of income and consumer spending habits
Social	Technological
1.SingTel social development programs 2.Investing in gaming, streaming and financial services startups	1.Revamping digital strategy to meet the growing demands of consumers 2.Bandwidth on demand offering 3.Empowering 5G through multi-access edge 4.Leveraging cloud digital capabilities 5.Increasing adoption of cloud by government and enterprises
Legal	Environmental
1.Legal action over smear campaign 2.Online fury over charging on free apps 3.Implementation of National Broadband network in Singapore and Australia significantly impacting the company	1.Environmental management initiatives to meet the objective of environmental policy 2.Implementation of green networks 3.Addressing water scarcity issue through water conservation

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