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ZTE SWOT & PESTLE ANALYSIS

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Company Name : ZTE

Company Sector : Telecom and Information technology

Operating Geography : China, Asia, Global

About the Company : China's ZTE Corporation engages in the design, development, production, distribution, and installation of telecom equipment, communication system and information system for various lines of businesses such as government, businesses, carriers etc. The company was founded in 1985 and is headquartered in Shenzhen, Guangdong province. ZTE services ranges from providing wireless, wired line, telecom overall solutions and core services to consultation services to various markets entities such as governments, consumers on Big Data, Cloud Computing in 160 countries across the globe. ZTE Corporation, a limited company incorporated in China, which features on the Shenzhen Stock Exchange and the Hong Kong Stock Exchange, respectively This global leader in telecommunications and information technology, "is committed to a vision of balanced, sustainable development in the social, environmental and economic arenas." ZTE's vision statement reads "To become a distinguished global leader in the M-ICT era." ZTE's mission statement reads "We will spare no effort in providing cool, green and open ICT products and experiences to the world. For our partners who share in this vision, we will establish a safe, open and collaborative platform to help them achieve their goals."

Revenue :

RMB108.82 billion – FY ending 31st Dec 2017. (y-o-y growth 7.49%)

RMB 101.23 billion– FY ending 31st Dec 2016. ?

SWOT Analysis :

The SWOT Analysis for ZTE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Extensive customer and dealer network globally 2.Strong presence in GSM telecom equipment worldwide 3.Robust R&D 4.Focus on three specialty units 	<ul style="list-style-type: none"> 1.Poor ethical standards 2.High dependency on domestic markets 3.Vulnerability to malware and phishing
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing market share internationally 2.Expanding IoT efforts 3.Explore emerging economies 4.Growth through partnerships and alliances: 	<ul style="list-style-type: none"> 1.Lowering of tariffs under China's 13th five-year plan 2.Ban levied by the US Government 3.Forbidding sale of ZTE phones across US military bases globally 4.Brand loss due to involvement in bribery & security violations 5.Intense competition and pricing pressures

PESTLE Analysis :

The PESTLE Analysis for ZTE is given below:

Political	Economical
<ul style="list-style-type: none"> 1. Goodwill of Chinese government 2. Ban imposed by US govt. on ZTE phones in the US 3. Trigger of trade wars with Trump's protectionist policies 	<ul style="list-style-type: none"> 1. China's 13th five-year plan 2. Expansion into third-world countries 3. Exchange rate, inflation, tax rate fluctuations
Social	Technological
<ul style="list-style-type: none"> 1. Expanding into rural areas 2. Customer loyalty and satisfaction 3. Awareness about data security among the masses 	<ul style="list-style-type: none"> 1. Migration into 5G network 2. Invasion of current communication systems by IoT and AI 3. Prevalence of fibre network
Legal	Environmental
<ul style="list-style-type: none"> 1. Data security protocols in various countries 2. Recent ban by the US on their native companies' export to ZTE 3. Licensing and patent laws to be followed when entering new markets 	<ul style="list-style-type: none"> 1. ISO 14001 standards and their implications 2. CO2 emissions and energy consumptions

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