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ZAIN SWOT & PESTLE ANALYSIS

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Company Name : Zain

Company Sector : Telecommunication

Operating Geography : Kuwait, Asia, Global

About the Company : Zain is a mobile telecommunications company founded in 1983 in Kuwait as MTC (Mobile Telecommunications Company) and later rebranded as Zain in 2007. Zain has a commercial presence in eight countries across the Middle East with 46.9 million active customers as of March 2018. With a vision for building a sustainable and innovative digital communications company is serving consumers and enterprises with a rich and simple mobile experience. Zain group operates with a passion for providing enhanced customer experience and maintaining operational effectiveness. Zain's strategy is based on six transformational initiatives: Customer Experience; Operational Effectiveness; Value Management; B2B; Digital Frontier and Innovation, and Talent Development. Listed on the Kuwait Stock Exchange, there are no restrictions on Zain shares as the company's capital is 100% free float and publicly traded. The largest shareholder is the Kuwait Investment Authority with a 24.6% as of December 2017.

Revenue :

KD 1029.5 million – FY ended Dec 2017(year-on-year growth of ~6%)

KD 1087.7 million – FY ended Dec 2016

SWOT Analysis :

The SWOT Analysis for Zain is given below:

| Strengths | Weaknesses |
|--|--|
| <ol style="list-style-type: none"> 1.Consistently profitable operations 2.Market leader in Kuwait, Iraq, Republic Of Sudan, Jordan & Lebanon 3.Focus on cost effectiveness and optimization 4.Strong brand value in Middle East 5.Innovations strengthening the technology platform 6.Reduced debt to equity ratio | <ol style="list-style-type: none"> 1.Decrease in customer base |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Opportunities in business to business segment 2.First mover opportunities in 5G Technology | <ol style="list-style-type: none"> 1.Costly license Renewals 2.Increasing risk from Cyber Attacks 3.Falling ARPU and biometric registrations putting a brake on growth 4.Increase in competition from OTT and MVNO |

PESTLE Analysis :

The PESTLE Analysis for Zain is given below:

| Political | Economical |
|--|---|
| 1.Adverse effect of political polices 2.Political conflict and unstability in MENA regions | 1.Fluctuations in currency markets |
| Social | Technological |
| 1.Social branding and promotion 2.Middle East region registering world's highest population growth 3.Promoting Inclusivity to help reach out to more customers | 1.5G technology on board 2.Digital services to boost revenues |
| Legal | Environmental |
| 1.Telecom laws and regulations 2.Regulation due to national security concerns | 1.Focus on sustainability initiatives 2.Energy and site optimization |

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Client Support:
support@swotandpestle.com