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

## PESTLE Analysis :

The PESTLE Analysis for Zain is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Adverse effect of political policies</li> <li>2. Political conflict and instability in MENA regions</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Fluctuations in currency markets</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Social branding and promotion</li> <li>2. Middle East region registering world's highest population growth</li> <li>3. Promoting Inclusivity to help reach out to more customers</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. 5G technology on board</li> <li>2. Digital services to boost revenues</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Telecom laws and regulations</li> <li>2. Regulation due to national security concerns</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Focus on sustainability initiatives</li> <li>2. Energy and site optimization</li> </ol>

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