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## TELIA SWOT & PESTLE ANALYSIS

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**Company Name :** Telia

**Company Sector :** Telecom Industry

**Operating Geography :** Sweden, Europe, Global

**About the Company :** Telia Company (formerly TeliaSonera AB) (Telia or "the group") is a telephone Company and a provider of mobile network access and telecommunications services providing communication services to millions of customers to stay connected, conduct business and be entertained. The group offers mobile and fixed communications services, including internet, data, and television (TV) services. Telia has operations in Eastern and Northern Europe in countries like Norway, Finland, Sweden, Denmark etc., South and Central Asia. Headquartered in Stockholm, Sweden, TeliaSonera paid 8.7 billion dividend to its shareholders in 2017. The Swedish State has a stake of 37.3% in this multinational telco. As of 2018 it has 20700 employees and it featured in #723 in the Forbes Global 2000 list. TeliaSonera's USP or Unique Selling Proposition lies in being the largest Nordic and Baltic fixed line, broadband, and mobile operator by revenue and customer base. Telia Carrier stands at #1 rank in the global Internet backbone rankings and as of January 2018, Telia's direct customers account for more than 53% of global Internet routes. Telia Company AB's mission statement states "Bringing the world closer" and with a set of values "Dare, Care, Simplify".

**Revenue :**

SEK 79.867 billion as of December 2017 (y-o-y growth -5.1%)

SEK 84.178 billion as of December 2016 ?

**SWOT Analysis :**

The SWOT Analysis for Telia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong market position</li> <li>2.Higher margins and effective allocation of resources as compared to peers</li> <li>3.Goodwill in Nordic and Baltic region</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining mobile average revenue per user (ARPU)</li> <li>2.Sinking fixed telephony subscriptions</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Positive outlook for M2M market</li> <li>2.Increased adoption of cloud computing services</li> <li>3.Increasing adoption of smartphones to boost data services</li> <li>4.Investments in business transformation and future growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Stringent regulatory environment</li> <li>2.Saturated mobile markets could impact future growth</li> <li>3.Highly competitive markets</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Telia is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.International political and macroeconomic developments</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Global financial markets unrest 2.Competition and price pressure 3.Opportunities in Emerging markets</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Increasing concerns towards customer privacy</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digital impact - approach to sustainability</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Changes in government regulations and its repercussions 2.Review of Eurasian transactions 3.Labor practice regulations in Eurasian region</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Environment and climate changes.</p>

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