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## MTN GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** MTN Group

**Company Sector :** Telecom

**Operating Geography :** Africa, Asia and Europe

**About the Company :** MTN Group is a multinational telecommunications company operating across the African continent and few Asian and European countries. Founded in 1994, it is headquartered in Johannesburg, South Africa and employs close to 20,000 people as of 2016. South Africa and Nigeria are its major markets jointly contributing to approx. 63% of revenue. It is currently one of Africa's most admired and valuable brands. The company is the eighth largest mobile network operator globally and provides voice, data and digital services to retail consumers in 21 countries and enterprise solutions to businesses in 23 countries. It has ranked #936 on the Forbes Global 2000 2019 list. The company has 18,931 employees working for it as per 2019 records.

The vision statement reads “lead the delivery of a bold, new digital world to its customers and its mission is to make its customers' lives a whole lot brighter”.

**Revenue :**

1, 34,560 RM – FY ending 31st Dec 2018 (y-o-y growth 1.2 %)

1, 32,869 RM – FY ending 31st Dec 2017 (y-o-y growth (negative) -10.2%)

1, 47,920 RM – FY ending 31st Dec 2016

## SWOT Analysis :

The SWOT Analysis for MTN Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand with largest market share in 15 countries</li> <li>2.Huge subscriber base with more than 240 mn customers</li> <li>3.Comprehensive range of innovative products and services</li> </ul>	<ul style="list-style-type: none"> <li>1.Major setback in Nigerian operations with NCC imposing a penalty</li> <li>2.Currency fluctuations in major markets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Digitization to drive growth of telecom players</li> <li>2.Huge potential in Iranian markets after sanctions removal</li> </ul>	<ul style="list-style-type: none"> <li>1.Power shortages across Africa affecting telecom infrastructure</li> <li>2.Political developments and unrest across MENA markets</li> <li>2. Political developments and unrest across MENA markets</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for MTN Group is given below:

Political	Economical
1.Political turmoil, terrorism threat and unrest across MENA Markets may impact MTN business growth 2.High corruption levels and bureaucracy in many African markets	1.Investments in power infrastructure required by African economies 2.Volatile currencies in markets where MTN operates affects telecom investment sentiment
Social	Technological
1.MTN recognized as being citizen-centric organization 2.Rise in disposable income in the Sub-Saharan markets to benefit telecom sector	1.Digitization to bring opportunities in cloud and analytics 2.Mobile wallets and content based offerings - an emerging business segment
Legal	Environmental
1.Setback in Nigerian Operations with NCC penalty 2.Increase in regulatory demands delay decision making and business growth	1.Implementation of alternative energy mechanisms 2.E-waste management initiatives

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