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HUTCHISON TELECOMMUNICATIONS SWOT & PESTLE ANALYSIS

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Company Name : Hutchison Telecommunications

Company Sector : Telecommunications Services

Operating Geography : Hong Kong, Asia

About the Company : Hutchison Telecommunications Hong Kong Holdings Limited, previously known as Hutchison Telecommunications International Limited, founded in 1985, is one of the leading telecommunications operators with over 30 years of operating experience. This integrated telecommunications service provider listed in Hong Kong, also trades as ADR in the U.S. It provides mobile services and wireless networks in Hong Kong and Macau primarily with small footing in Sri Lanka, Indonesia, and Vietnam under the brand 3, having around 2,200 employees. It operates as subsidiary of Hutchison Whampoa Limited, headquartered in Hong Kong. Hutchison Telecom divested its fixed-line interests to focus on its mobile business in October 2017. HTHKH as part of its competitive strategy continues to invest in customer loyalty, gear itself for the 5G explosion era and improve cost efficiency.

HTHKH's USP or unique selling proposition lies in being is one of the leading telcos in Hong Kong and Macau with more than three decades of operating history. Hutchison Telecommunications Hong Kong Holdings Limited or HTHKH's objective is to capitalise on the advanced network to offer customers a wide range of telecommunications services. HTHKH targets to further expedite the adoption and usage of mobile data in its existing customer base. HTHKH's vision statement reads "Contributing to the mobility of the future."

Revenue :

6,752 HKD millions - FY ending 31st Dec 2017 (y-o-y growth -19%)

8,332 HKD millions - FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Hutchison Telecommunications is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Solid financial position 2.Increase in customer base 3.Infrastructure development 4.Partnership with scientific research companies and start-ups 	<ol style="list-style-type: none"> 1.Limited International presence 2.Dependence on scientific partners
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increasing global footprint 2.Entered the gaming market with Razer to serve a new generation of customers 3.Launch of innovative data packs to tap the market potential in Macau 4.Smart City plans 	<ol style="list-style-type: none"> 1.Challenging and competitive market conditions 2.Increase in interest rate is likely to impact the earnings negatively

PESTLE Analysis :

The PESTLE Analysis for Hutchison Telecommunications is given below:

Political	Economical
1.Introduction to Smart Cities 2.Trade barrier against US telecom industry	1.Sharp fluctuations in the currency markets 2.Economy expansion by 4.7% YoY
Social	Technological
1.Gaming and e-sports 2.Smart-phone friendly	1.Investment in IoT 2.Evolution of 5G
Legal	Environmental
1.Free access and no foreign ownership restrictions Regulatory approvals	1.Actionable steps to address climate change within the value chain

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