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TELUS SWOT & PESTLE ANALYSIS

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Company Name : TELUS

Company Sector : Telecommunications services

Operating Geography : Central and Eastern Canada, North America

About the Company : TELUS Corporation (TELUS) is a telecommunications company founded in 1993 and is headquartered in Vancouver, Canada. It provides a range of products and services in Central and Eastern Canada in wireline and wireless segments. It operates through mainly 3 business units- Consumer Solutions, which cater to the wireline and wireless needs including voice, data, entertainment to households and Individuals; Business Solutions, which cater to the voice, data, internet, IT solutions to the public sector, multinationals and small businesses; TELUS Quebec which provides telecommunication solutions including wireline and wireless voice, data, internet to the Quebec marketplace. TELUS has around 58,000 employees as of Jan 2019.

Revenue :

C\$14,368 million - FY ended Dec 31, 2018 (Year-on-year growth of 7.2%)

C\$13,408 million - FY ended Dec 31, 2017

SWOT Analysis :

The SWOT Analysis for TELUS is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Robust loading across both the wireless and wireline operations 2. Fastest mobile network in Canada 3. Strong PureFibre footprint 4. Telus Health for the booming healthcare industry 5. Integrated Solutions that differentiate TELUS from the competitors 	<ul style="list-style-type: none"> 1. Telus' exclusive partnership with Huawei for the 5G network. 2. Loopholes in Business Model 3. Low investment in Research and Development
Opportunities	Threats
<ul style="list-style-type: none"> 1. 3.5 GigaHertz spectrum Auction 2. Lower Operation Expense and advantage of Economies of Scale 3. Opportunities in healthcare services through Telus Health 4. Government subsidies in rural areas 	<ul style="list-style-type: none"> 1. The possibility of the ban of Huawei in Canada 2. Increasing Competitive Pressures

PESTLE Analysis :

The PESTLE Analysis for TELUS is given below:

Political	Economical
1.Changing the relationship between China and Canada 2.The political pressure of the USA on Canada	1.Economic repercussion to be faced in case of the ban of Huawei
Social	Technological
1.Customer responsiveness in a holiday season 2.The impact of social community Huawei's criticism of the Canadian Government	1.Decommissioning copper infrastructure for Fibre infrastructure 2.Combination of 5G and PureFibre 3.The technological Backwardness in case of the ban of Huawei
Legal	Environmental
1.Prohibition of 30-day cancellation policy by CRTC 2.Increased Government Intervention in the Telecommunications market 3.The possibility of imposition of security measures and the Government ban on Huawei	1.Sustainability initiatives such as Bring-It-Back program 2.The growing concern among communities for the environment

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