

---

# S&P TEST

SWOT & PESTLE.com

---

## TELUS SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

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

## PESTLE Analysis :

The PESTLE Analysis for TELUS is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Changing the relationship between China and Canada</li> <li>2.The political pressure of the USA on Canada</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Economic repercussion to be faced in case of the ban of Huawei</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Customer responsiveness in a holiday season</li> <li>2.The impact of social community</li> </ol> <p>Huawei's criticism of the Canadian Government</p>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Decommissioning copper infrastructure for Fibre infrastructure</li> <li>2.Combination of 5G and PureFibre</li> <li>3.The technological Backwardness in case of the ban of Huawei</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Prohibition of 30-day cancellation policy by CRTC</li> <li>2.Increased Government Intervention in the Telecommunications market</li> <li>3.The possibility of imposition of security measures and the Government ban on Huawei</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Sustainability initiatives such as Bring-It-Back program</li> <li>2.The growing concern among communities for the environment</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **TELUS SWOT & PESTLE Analysis** is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)