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## T- MOBILE SWOT & PESTLE ANALYSIS

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**Company Name :** T- Mobile

**Company Sector :** Telecommunications

**Operating Geography :** United States, North America, Global

**About the Company :**

T-Mobile is a telecommunications company, headquartered in Bellevue, Washington, United States, that deals in cellular equipment and services like voice, messaging, data, and television streaming. T-Mobile, Metro PCS, and Layer3 TV are some of the company's television streaming brands. The company was founded in 1994 by the name of VoiceStream Wireless PCS as a subsidiary of Western Wireless Corporation. The company separated in 1994 and was later acquired by Deutsche Telekom AG in 2001. It was renamed T-Mobile USA, Inc. in 2002. The company currently provides wireless services to around 108 million postpaid, prepaid and wholesale customers. Apart from this, it also provides a large choice of wireless devices and accessories to customers to go with its affordable wireless communication services. The company has approximately 75,000 employees as of early 2023.

The USP of T-Mobile lies in it being one of the largest telecom providers in the world. The mission statement of T-Mobile is, "redefining the way consumers and businesses buy wireless services through leading product and service innovation."

**Revenue :**

USD 80.1 billion - FY ended December 31, 2021 (year-on-year growth of 17.2%)

USD 68.4 billion - FY ended December 31, 2020

**SWOT Analysis :**

The SWOT Analysis for T- Mobile is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Accelerated customer growth over the last 6 years</li> <li>2. Strong network infrastructure providing quality services</li> <li>3. Strong distribution footprint with continuous expansion</li> <li>4. Consistently strong financial results with record revenues</li> </ul>	<ul style="list-style-type: none"> <li>1. Network outages impacting customers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Leveraging the 5G value chain</li> <li>2. Strategic mergers and acquisitions to facilitate growth</li> <li>3. T-Mobile poised to benefit from new satellite-cellular hybrid services regulatory framework</li> </ul>	<ul style="list-style-type: none"> <li>1. Strong competition in the telecommunications industry</li> <li>2. Balancing the growing capex burden</li> <li>3. Threats from increasingly complex and changing regulations</li> <li>4. Hit constantly from cyber-attacks</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for T- Mobile is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Ukraine-Russia war has disrupted the global supply chain</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Lower interest rates to allow expansion at low financing costs</p> <p>2.Wireless industry with the advent of 5G to be a driving force for U.S. economy</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Connecting with millennials through effective social strategy</p> <p>2.Rise of on-demand content and streaming services</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.5G adoption to be a catalyst for broad economic growth</p> <p>2.Significant partnerships to tap emerging technologies</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Regulations relating to spectrum use</p> <p>2.Involvement in lawsuits impact brand image</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Implementation of sustainable practices and initiatives</p> <p>2.Energy efficiency and innovation across business</p>

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