
S&P TEST

SWOT & PESTLE.com

TENCENT 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. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : Tencent

Company Sector : Conglomerate

Operating Geography : China, Asia, Global

About the Company : Tencent is a Chinese conglomerate founded in 1998 by Ma Huateng with headquarters in Shenzhen. The company has holdings and many subsidiaries across the world in technology, music, films and gaming. User value is the guiding principle of the company and Tencent strives to incorporate social responsibility into its businesses. Tencent aims to use technology to enrich the lives of Internet users. It has various services like music, social network, mobile games and internet services. The company provides services like social network, music, web portals, e-commerce, mobile games, internet services, payment systems, smartphones, and multiplayer online games. In China, the company offers the popular instant messengers, Tencent QQ and WeChat, and one of the largest web portals, QQ.com. The company has stakes in more than 600 companies across the world. Tencent Group has over 51,350 employees as of May 2021. The company ranks 132 in Global 500 2021. In June 2021, Tencent Cloud announced the launch of four new internet data centers (IDC) in Bangkok, Frankfurt, Hong Kong and Tokyo.

Tencent's unique selling proposition or USP lies in being the world's largest video game vendor. Tencent's mission statement read, "Promote technology innovation and cultural vitality; help industries digitally upgrade; collaborate for the sustainable development of society."

Revenue :

Yuan 482.06 billion - FY ending Dec 2020 (y-o-y growth 27.8%)

Yuan 377.28 billion - FY ending Dec 2019 (y-o-y growth 21.2%)

SWOT Analysis :

The SWOT Analysis for Tencent is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest gaming business and stakes in many popular games 2.Payment is a key infrastructure platform 3.Connection between people and content for user retention are key sources of competitive advantage 4.Strategic investments in best-in-class companies 	<ul style="list-style-type: none"> 1.High dependency on gaming revenues 2.Inability to replicate domestic success in international markets 3.Looming threat of anti-trust litigation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Bright future for Industrial internet 2.Partnerships with foreign companies keen to enter the Chinese market 3.Fintech industry driven by rising trend of mobile payments in China 	<ul style="list-style-type: none"> 1.High competition, particularly from Sony, ByteDance, NetEase and Alibaba 2.Risks related to acquisitions and investment management 3.Fraudulent activities from suppliers or employees 4.Ban on Chinese apps in India impacting Tencent

PESTLE Analysis :

The PESTLE Analysis for Tencent is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Chinese government's firewall against foreign companies 2.Chinese tech giants facilitating Chinese government surveillance and censorship 3.Impact of Brexit on business interests in UK 	<ul style="list-style-type: none"> 1.Impact of Chinese economic slowdown
Social	Technological
<ul style="list-style-type: none"> 1.Social networking opportunities through some video games 	<ul style="list-style-type: none"> 1.Cloud technology for gaming purposes 2.Facial recognition technology for gaming access controls and mobile payments 3.High focus on AI solutions to various problems 4.Future potential applications of quantum computing
Legal	Environmental
<ul style="list-style-type: none"> 1.Gaming industry regulations in China 2.Chinese government crackdowns under the Cyber security law 	<ul style="list-style-type: none"> 1.Sponge cities system for flood control 2.Protection of endangered species 3.Focus on green operations to reduce environmental impact

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

Buy Now

* 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 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