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TALKTALK TELECOM GROUP PLC SWOT & PESTLE ANALYSIS

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Company Name : TalkTalk Telecom Group Plc

Company Sector : Telecommunication

Operating Geography : United Kingdom, Europe

About the Company : Founded in 2003, TalkTalk Telecom Group Plc, otherwise known as TalkTalk Group, is a provider of internet services, mobile and fixed line telephony and digital television in the UK. Headquartered in London, this firm was formed as a subsidiary of Carphone Warehouse but later got separated from its parent company into a publicly listed company in 2010. TalkTalk has marketed itself as an innovative and reasonably priced service value provider to its consumers. TalkTalk offers three customer propositions: SimplyBroadband, providing unlimited broadband which is not bundled with inclusive landline calls, and Essentials TV and Plus TV, offering broadband, television and phone services.

TalkTalk Business is a business-to-business telecom provider serving the needs of over 180,000 business and public sector customers across the nation as of early 2020. TalkTalk features on the London Stock Exchange and is a part of the FTSE 250 Index. With its brand tagline as “It’s good to talk, but it’s better to TalkTalk”, the company has positioned itself as a one stop solution to all telecom needs for the market segment of small businesses and consumers in the age group of 25-55 looking out for safe and affordable telecommunication services. TalkTalk’s mission statement reads “To be the number one value provider of connectivity.” TalkTalk’s purpose is to “Provide simple, affordable, reliable, fair connectivity for everyone.” TalkTalk’s USP or unique selling proposition lies in being the largest wholesale broadband provider to businesses and end consumers as it currently owns more than 50 percent market share along with its partners.

Revenue :

£ 1,609 million pounds- FY ending 31st March 2019

£ 1,605 million pounds- FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for TalkTalk Telecom Group Plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.UK's leading value for money connectivity provider 2.Continuous efforts to leverage the driving cost efficiencies 3.Delivery of Fibre products to its customers 4.Loyal and profitable customer base 5.Increased focus on connectivity 	<ul style="list-style-type: none"> 1.Limited investment in newer technologies 2.Controversies leading to degrading brand reputation 3.Frequent internet outages impacting customer experience
Opportunities	Threats
<ul style="list-style-type: none"> 1.Establishment of resilience in the network 2.Investment in data and cyber security 3.OTT video services and online gaming driving data usage 	<ul style="list-style-type: none"> 1.Aggressive competition in the telecom industry 2.Increased employee attrition rate

PESTLE Analysis :

The PESTLE Analysis for TalkTalk Telecom Group Plc is given below:

Political	Economical
1.Effect of Brexit on the UK telecom sector	1.Efficiency of the United Kingdom's financial markets 2.Impact of Covid-19 induced recession on economy and telecom sector
Social	Technological
1.Demographic changes in the market place 2.Changes in the customer buying decisions with respect to pricing 3.Increase in popularity of content streaming services	1.Investments in R&D department for innovative technological solutions 2.Changes in the product life cycle 3.Advent of 5G solutions and network centric business
Legal	Environmental
1.Demographic changes in the market place 2.Changes in the customer buying decisions with respect to pricing 3.Increase in popularity of content streaming services	1.Hosted environmentally friendly data centre improving sustainability for clients 2.Organizational initiatives for environmental sustainability

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