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TURKCELL SWOT & PESTLE ANALYSIS

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Company Name : Turkcell

Company Sector : Telecommunications

Operating Geography : Turkey, Asia, Global

About the Company :

Established in 1993, Turkcell is one of the leading digital operators in terms of revenues with its headquarters in Turkey. The company strives to provide an integrated communication and technology services including data, voice, IPTV on both fixed and mobile networks. The company has been seen projecting an exponential trajectory in its number of subscribers due to its superior quality of services. Moreover, Turkcell is the only Turkish company to have its shares trade on the stock market of New York Stock Exchange (NYSE). Over the years, Turkcell has undergone aggressive diversification by entering into a number of strategic alliances and different mergers and acquisitions like the geographic expansion into Germany with the help of a subsidiary of Deutsche Telecom in 2011 and the 80 percent stake acquisition in BeST in 2008. Recently, Arrowstreet Capital LP and Morgan Stanley & Co. LLC bought a significant number of the company's shares. As of 2020, Turkcell completed a 800G Trial with Huawei, on the Live Carrier Network.

Turkcell is known for its innovative and unique products and services. It is one of the first global operators to have implemented HSPA+ technologies to meet the increasing network demands of the customers. Turkcell's vision statement reads "Superior digital services for a better future" and mission statement reads "We add value along our customers' digitalization journey, enriching their lives - both in Turkey and throughout the World - ever improving our competencies and robust ecosystem

Revenue :

25,137.1 million TRY – FY ending 31st Dec19 (18.1 % increase)

21,292.5 million TRY – FY ending 31st Dec18

SWOT Analysis :

The SWOT Analysis for Turkcell is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Operates on a wide geographical area with the help of a number of domestic and foreign subsidiaries 2. Well-positioned to create value by leveraging core competencies 3. Known for its innovative solutions and services with a strong, capable analytical touch 4. A qualified and well-trained employee global employee workforce 5. Superior technology as a part of its state-of-the-art infrastructure 	<ul style="list-style-type: none"> 1. Compromised liquidity ratio due to the obligatory repayments 2. Aggressive diversification strategy of Turkcell leads to increased spending
Opportunities	Threats
<ul style="list-style-type: none"> 1. Advent of 5G network paving the path for digital transformation 2. Further expansion in the TechFin services 3. Launch of global blockchain in the telecom market 4. Infrastructure investments to strengthen our existing technology 5. Mitigating environmental challenge posed by data centers 6. Expanding portfolio of digital apps and services in international markets 	<ul style="list-style-type: none"> 1. Emergence of aggressive competition in the telecom industry 2. Increasing costs of revenue owing to the increasing prices of raw materials 3. Global trade war leading to Lira depreciation

PESTLE Analysis :

The PESTLE Analysis for Turkcell is given below:

Political	Economical
1.Effect of Brexit on the European telecom sector 2.Trade barriers because of Global trade war and hence, Lira depreciation	1.Impact of Covid-19 induced recession on economy and telecom sector 2.Agreement with Huawei on app ecosystem
Social	Technological
1.Increase in popularity of content streaming services 2.Helping to close the gender gap in ICT	1.Providing strong user experience in digital services 2.Increasing role of Artificial Intelligence (AI) in telecom industry
Legal	Environmental
1.Promoting Turkey's data protection legislations 2.Highly regulated telecommunications industry 3.Supportive regulations in Techfin segment	1.Mitigating environmental challenges posed by data centers 2.Promoting sustainable business financing

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