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## MOBILY SWOT & PESTLE ANALYSIS

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**Company Name :** Mobily

**Company Sector :** Telecommunications

**Operating Geography :** Saudi Arabia, Middle East

**About the Company :**

Saudi Mobily Company is a Saudi Arabia based company established in 2004. The Company's major shareholders are Etisalat Emirates Group and the General Organization for Social Insurance. The remaining shares are owned by institutional and retail investors. In 2004, Mobily ended a monopoly in the wireless industry to provide mobile telecommunications services nationwide. Headquartered in Riyadh, Mobily offers fixed line, mobile telephony, and Internet services. It provides integrated services for three main sectors, namely individuals, business, and carriers. The Company's network comprises its own infrastructure and those of Bayanat al-Oula and SNFN. This is the Kingdom's newest fibre-optic network, with access to all major cities. The network has been expanded to connect neighboring countries including Yemen, the United Arab Emirates, Bahrain, Qatar, Kuwait and Jordan. As of early 2021, the company has approximately 6,305 employees.

Saudi Mobily's mission statement reads, "To enrich the life of customers and employees by fully leveraging our capabilities to exceed their expectation." Its vision statement reads, "To innovate and lead in telecom services to add value to your life." The company's USP or unique selling point lies in being Saudi Arabia's second largest GSM mobile operator and one of the largest wireless networks by coverage in Saudi Arabia, as well as the region. Saudi Mobily boasts of one of the widest FTTH networks, in addition to housing one of the largest data centre systems worldwide.

**Revenue :**

SAR 14,046 million – FY ending 31st December 2020 (y-o-y growth 4.4%)

SAR 13,450 million - FY ending 31st December 2019 (y-o-y growth 13.36%)

SAR 11,865 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Mobily is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.First mover advantage in Saudi Arabia</li> <li>2.Strong geographic footprint of industry leading network, data centers and retail outlets</li> <li>3.From RISE strategy to GAIN strategy</li> <li>4.Recognition as a customer-focused market leader</li> <li>5.Launch of the first Information and communications technology (ICT) Academy in KSA</li> <li>6.Market leadership in Hosting Infrastructure Service in KSA</li> </ul>	<ul style="list-style-type: none"> <li>1.Past accounting scandal dented Mobily's corporate governance.</li> <li>2.Penalized for failure to meet Saudization targets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.First company to test 5G technology in Saudi Arabia.</li> <li>2.Expanding to other middle east Asian Countries.</li> <li>3.Deployment of digital services and other technology solutions</li> <li>4.Mobily and Zain merges to establish Towers in Saudi</li> </ul>	<ul style="list-style-type: none"> <li>1.Fierce competition in telecom industry</li> <li>2.Exodus of expats from the Kingdom may impact long-term telecom growth</li> <li>3.Increasing cyber threats and attacks</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Mobily is given below:

Political	Economical
1.Monarchy system and political stability concerns	1.Impact of pandemic on economy and Hajj pilgrimage to impact telecom industry 2.Increasing unemployment rate in Saudi Arabia an opportunity for Saudization 3.Investments in smart cities to boost economy and telecom sector
Social	Technological
1.Favorable demographics suggesting potential for telecom growth 2.Rise in consumer spending in Saudi Arabia	1.Government promoting technology start-ups benefitting telecom players 2.Stronger cybersecurity and data protection initiatives 3.Launching and testing of 5G network to bring up new opportunities 4.Investment in digital apps to enhance customer experience
Legal	Environmental
1.Approval of unified license for all telecommunication services 2.Impact of reduction in termination charges 3.KSA regulators in favour of increasing competition	1.Building environmentally friendly tubular towers 2.Growth journey through sustainability

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