

---

# S&P TEST

SWOT & PESTLE.com

---

## DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY) SWOT & PESTLE ANALYSIS

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. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).



**Company Name :** DU (Emirates Integrated Telecommunications Company)

**Company Sector :** Telecommunications Services

**Operating Geography :** Dubai, U.A.E.

**About the Company :**

du (Emirates Integrated Telecommunications Company) is a telecom operator in the United Arab Emirates. It was founded in the year 2005 by Osman Sultan. It is headquartered in Dubai, United Arab Emirates. The Company offers fixed line, mobile telephony, internet and digital television services across the United Arab Emirates. It caters to 100,000 UAE businesses with its vast range of ICT and managed services. It is also the official strategic partner of the Smart Dubai Office and platform provider for Smart Dubai. The Company also provide carrier services for businesses and satellite up/downlink services for TV broadcasters. Du launched a new brand campaign called “Be more you” that emphasizes the self-identification of its users and align with the more human, modern and digital ethos of telecommunication company. The telecommunication company has been recognized as the country’s ‘Preferred Telecommunication Company of The Year 2019’ at the fifth edition of the annual The Filipino Times Awards.

The Company’s mission statement reads, “We want to delight our customers, be the employer of choice for the best talent, create optimal value for our shareholders through business excellence

and innovation, and proudly contribute to the transformation of our community.” Its vision statement reads, “To enhance your life, anytime, anywhere.” Du’s USP lies in its 6.5 million mobile customers with 50% share and over 70,000 businesses that have chosen to use this company’s services.

**Revenue :**

Dh 12.58 million - FY ending 31st December 2019 (y-o-y growth -6.2%)

Dh 13.41 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for DU (Emirates Integrated Telecommunications Company) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Enhanced capabilities in the ICT sector</li> <li>2.Broad range of innovative offerings and initiatives</li> <li>3.Strong financial and balance sheet</li> <li>4.Strategic synergies from du's launch of Virgin Mobile brand</li> <li>5.First VMware verified cloud provider in the MENA region</li> </ul>	<ul style="list-style-type: none"> <li>1.Fall in subscriber base</li> <li>2.Complex purchasing process and weak customer experience across digital channels</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.UAE is the central hub for digital media companies</li> <li>2.Government policy to improve ICT developments</li> <li>3.Providing innovative digital offerings for tech-savvy customers</li> <li>4.5G Enabling Internet of things (IOT)</li> </ul>	<ul style="list-style-type: none"> <li>1.UAE's telecom market highly penetrated - in both the fixed and mobile segment:</li> <li>2.High cost of building towers and running operations</li> <li>3.Aggressive competition leading to price war in Telecom Industry</li> <li>4.OTT services tends to affect revenues of telecom</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for DU (Emirates Integrated Telecommunications Company) is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Government holding major stake in telecom</li> <li>2. Government providing Free WIFI in public utilities</li> <li>3. Inefficiency in telecom sector due to duopoly and government interventions</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Introduction of Value Added Tax and Telecom Tax</li> <li>2. Volatility in oil prices to impact UAE economy and businesses</li> <li>3. Smart City services to boost UAE's economy</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Develop the careers of UAE Nationals through Emiratization</li> <li>2. Extreme mobile penetration in UAE</li> <li>3. Strong expatriate population to drive international ARPU growth</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Digital marketing boosting telecom industry</li> <li>2. UAE highly encourages ICT solution and infrastructure</li> <li>3. Leveraging technologies such as blockchain and Internet of Things (IoT)</li> <li>4. Artificial Intelligence (AI) powered eHealth Solutions</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Telecommunications Regulatory Authority (TRA) to implement a federal level data privacy law</li> <li>2. Absence of net neutrality obligation in the UAE</li> <li>3. Frequently changing Government Regulations</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Smart city services to increase sustainability</li> <li>2. Adoption of energy efficient operations by government</li> <li>3. Minimizing waste across operations</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **DU (Emirates Integrated Telecommunications Company)** SWOT & PESTLE Analysis is a paid report at **14.53 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](http://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](mailto:support@swotandpestle.com)