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AMERICA MOVIL SWOT & PESTLE ANALYSIS

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Company Name : America Movil

Company Sector : Telecommunication

Operating Geography : Mexico, North America, Global

About the Company :

América Móvil is a Mexican telecommunications corporation headquartered in Mexico City, Mexico. It was founded in the year 2000 by Carlos Slim. Excluding China and India, it is the largest company in terms of wireless subscribers. As of 2020, the company has 20,876 wireless subscribers. Through the development of a world-class integrated telecommunications platform, it offers their customers a portfolio of value added services and enhanced communications solutions in 25 countries in Latin America, the US and Central and Eastern Europe. América Móvil works with GSMA implementing the We Care campaign that works hand in hand with the United Nations Sustainable Development Goals. The Mobile Industry aims to help connect the unconnected in Latin America and the Caribbean, with full collaboration between mobile operators and government. The GSMA Digital Inclusion Programme supports the mobile industry and the We Care campaign to increase internet uptake, tackling four key barriers: coverage, affordability, digital skills and locally relevant content.

The company's mission statement reads, "Make sure the population of each country has access to our products and services with the most advanced technology in telecommunications and accessible prices. Its vision statement reads, "To be the fastest-growing telecommunications company and preserve our leadership in the telecommunications industry." América Móvil's USP or unique selling proposition lies in having the most extensive satellite system in Latin America, covering Mexico, the US, Central and South America.

Revenue :

Ps. 1,007,348 million - FY ending 31st December 2019 (y-o-y growth -2.97%)

Ps. 1,038,208 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for America Movil is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand presence and footprint in America 2.Largest market share in Mexico and Brazil based on RGUs 3.Wide variety of products and services to diversify revenue 4.Ranking first in wireless, fixed-line, broadband and Pay TV services in Latin America. 5.Established telecom infrastructure of cell sites, fiber-optic network, submarine cable system and satellites 	<ul style="list-style-type: none"> 1.No wireless telecom facilities or wireless spectrum licenses in USA 2.Does not provide free Airtime services 3.Seasonal demand of consumers in Mexico
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion to other countries through mergers and acquisitions 2.Advancing technology and 5G connectivity 	<ul style="list-style-type: none"> 1.Highly competitive regional telecom sector 2.Competitors are more prepared for 5G than America Movil 3.Impact of governmental or regulatory actions on telecom business

PESTLE Analysis :

The PESTLE Analysis for America Movil is given below:

Political	Economical
1.Complex regulatory frameworks against corruption, bribery, money laundering practices 2.Regular evaluation by Mexico's sovereign credit rating	1.Covid19 pandemic leading global economic downturn 2.Depreciation of Mexican Peso against US Dollar
Social	Technological
1.Relatively young population in LATAM markets to drive ICT growth	1.5G technology to be the next growth driver for telecom 2.Cybersecurity and IT security is crucial telecom industry
Legal	Environmental
1.Frequently changing regulations for telecom industry 2.Data privacy laws implemented by the government	1.Impact of natural disasters and climatic changes on satellites and services 2.Protecting the environment and biodiversity through efficiency in processes and operations

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