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GRAMEENPHONE SWOT & PESTLE ANALYSIS

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Company Name : GrameenPhone

Company Sector : Telecommunications

Operating Geography : Bangladesh, Asia

About the Company : GrameenPhone was formed in the year 1997 in Bangladesh and it was the company that offered affordable mobile phone services in the country. It has now become the leader in the industry in Bangladesh. The company has always in the forefront for providing digital services and empowering lives of the people. Along with the 3G and 4G services, the company is also providing digital solutions. In Entertainment category, it provides GPMusic, WowBox and Bioscope, in healthcare category; it provides "Tonic" and also other important services like GPay and MyGP. As of April 2020, company is serving more than 75 million Bangladeshi subscribers. Simultaneously the company has invested more than BDT 347.4 billion to setup its strong network infrastructure across the country. For serving the customers, the company has employed more than 2,400 full time employees.

GrameenPhone's mission statement reads, "We exist to help our customers get the full benefit of being connected. Our success is measured by how passionately they promote us."

GrameenPhone's vision statement reads, "We provide the power of digital communication, enabling everyone to improve their lives, build societies and secure a better future for all."

Revenue :

143.66 Bn BDT - FY ending 31st December 2019 (y-o-y growth 8%)

132.83 Bn BDT - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for GrameenPhone is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong network coverage and breadth across Bangladesh 2.Strong and growing customer base 3.Strong ethical relationships with client and internal employees 4.Achieved sustainability through efficient supply chain 5.Consistent financial performance and shareholder returns 6.Driving technological advancements through 'Innovation Lab' 	<ul style="list-style-type: none"> 1.Complicacy with the pricing of products
Opportunities	Threats
<ul style="list-style-type: none"> 1.Bangladesh an emerging economy set for strong growth 2.Huge demand for telecom services/online ecommerce etc. 3.Affordability of telecom products and solutions 	<ul style="list-style-type: none"> 1.Devaluation of Bangladeshi Taka 2.Higher taxation and rigid government regulations 3.Audit dispute Bangladesh Telecommunication Regulatory Commission (BTRC) 4.Threat of being classified as a significant market power (SMP) operator

PESTLE Analysis :

The PESTLE Analysis for GrameenPhone is given below:

Political	Economical
1.Impact of Political stability 2.Border security issues impacting telecom operations	1.Telecom sector a key enabler for Bangladesh's digital economy 2.Impact of financial and credit risk
Social	Technological
1.Evolving societal needs for high speed internet 2.Relatively young population in Bangladesh to drive telecom growth	1.Usage of advanced technologies like Robotics 2.Management of Information technology
Legal	Environmental
1.Impact of regulatory provisions on company's business 2.Regulatory dispute regarding audit demands impacting operations	1.Green initiatives to reduce Carbon footprint

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