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TELEFÓNICA SWOT & PESTLE ANALYSIS

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Company Name : Telefónica

Company Sector : Telecommunications

Operating Geography : Europe, Spain, Global

About the Company :

Telefónica is a Spanish multinational broadband and telecommunications provider with presence in 21 countries and has about 125,000 professionals. The company is listed with more than one and a half million shareholders. In 1924, the firm was founded in Madrid as Compaa Telefónica Nacional de Espaa (CTNE), with ITT as a significant stakeholder. It operates in Europe and the Americas and offers fixed and mobile telephone, broadband, and subscription television. It also goes by the names Movistar, O2, and Vivo in addition to Telefónica. The firm is a component of the Euro Stoxx 50 stock market index. Telefónica Tech was named Best Enterprise Cloud Solution at the European IT & Software Excellence Awards, which were held in London. As of early 2023, Sacyr chooses Telefónica Tech for the management of its public cloud. Over the following three years, the technology business will oversee Sacyr's public cloud contracts with the three hyperscalers (Amazon Web Services, Google Cloud, and Microsoft Azure).

The USP of Telefonica is that it is one of the biggest telephone operators and mobile network providers in the world. The company aspires to become an Onlife Telco to realize its vision to “create, protect and boost connections in life so people can choose a world of unlimited possibilities”.

Revenue :

\$ 46.469 Billion - FY ending Dec 31st 2021

\$ 49.206 Billion - FY ending Dec 31st 2020

SWOT Analysis :

The SWOT Analysis for Telefónica is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leadership position in many competitive markets 2. Healthy growth across business segments 3. Globalized supply chain management which caters to the needs of local markets 4. Excellent advertising and branding 	<ul style="list-style-type: none"> 1. Lack of presence in fast growing Asian countries except China
Opportunities	Threats
<ul style="list-style-type: none"> 1. Internet connectivity becoming a necessity worldwide 2. Expansion of business to emerging markets 3. Growth through inorganic means 4. Agreement between Telefónica and Liberty Global plc to combine their operating businesses in the UK 	<ul style="list-style-type: none"> 1. Government Interventions through regulations 2. Competition from established players in every continent 3. Declining average revenue per user

PESTLE Analysis :

The PESTLE Analysis for Telefónica is given below:

Political	Economical
1.Worsening of political environment in major markets can impact Telefónica's business	1.Weak macroeconomic environment in major markets 2.Negative effects of currency fluctuations
Social	Technological
1.Changing consumer habits changing service demands	1.Business and technology transformation to bring in structural advantage 2.Enlarged growth platform for digital services 3.Blueprints for private 5G networks
Legal	Environmental
1.Telecom, a highly regulated sector imposes extra costs on businesses	1.Established organization wide Environmental Management Systems (EMS) 2.Environmental impact due to network energy consumption

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Client Support:
support@swotandpestle.com