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BRITISH TELECOM SWOT & PESTLE ANALYSIS

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Company Name : British Telecom

Company Sector : Telecommunications

Operating Geography : Europe, United Kingdom, Global

About the Company : British Telecom Group (BT) is a multinational telecommunications services company dealing in TV, fibre, fixed and mobile primarily in UK and across 180 countries globally. The company was established in 1969 and is headquartered in London, UK and has around 106,000 employees as of 2020. The company was born out of the General Post Office in 1981 when it became independent and became known as British Telecommunications trading as British Telecom. It was privatized in 1984, with approximately 50% of its shares sold to public. The government sold its remaining stake further in 1991 and 1993. BT features on both the London Stock Exchange and New York Stock Exchange and is also a part of Footsie. Both subsidiaries, 'BT Global Services' which oversees telecom services to corporate and government bodies globally and 'BT Consumer' which supplies telephone, broadband and subscription services across United Kingdom are controlled by British Telecom. BT's businesses are sternly regulated by Britain's telecom regulator Ofcom. BT is gradually diversifying into information technology and digital products which are more profitable and has lesser regulation.

British Telecom's USP (unique selling proposition) lies in its being a legacy, one of the world's oldest telecom company with a global presence. BT group's mission statement reads "Our mission revolves around a total dedication to the quality of service and experience our customers receive from us: BT Retail is a customer-centric distribution business that will grow shareholder value and deliver an excellent, continuously improving, customer experience."

Revenue :

£22,905 million – FY ending March 2020 (y-o-y growth -2%)

£23,428 million – FY ending March 2019 (y-o-y growth -1%)

£23,723 million – FY ending March 2018

SWOT Analysis :

The SWOT Analysis for British Telecom is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Healthy balance sheet with strong financials and cash flow from operations 2. Strong base in UK with large number of customers 3. Wide spectrum of product and service offerings 4. Delivering strong customer experience through great product and services 	<ul style="list-style-type: none"> 1. Largely dependent on UK markets with limited presence in the high growth Asia Pacific Region 2. Separation of Openreach from BT will result in loss of branding and increase in costs 3. Large pension deficit and accounting scandal in Italian business to hurt finances
Opportunities	Threats
<ul style="list-style-type: none"> 1. Development of 5G through strategic partnerships with Nokia and Huawei 2. Exclusive broadcasting rights to European football to help BT further expand its customer base 3. Launch of new products and services capitalising on synergy from EE acquisition 	<ul style="list-style-type: none"> 1. Intense competition and decrease in profits due to cheaper competitor offerings 2. Impact of Brexit and the subsequent devaluation of the British pound to hurt profitability 3. Pressure of government regulations and licenses

PESTLE Analysis :

The PESTLE Analysis for British Telecom is given below:

<p style="text-align: center;">Political</p> <p>1. Brexit to be beneficial for BT as higher interest rates will reduce its pension liability</p>	<p style="text-align: center;">Economical</p> <p>1. Synergy from acquisition of EE will help in improved cost efficiencies and low churn rates</p> <p>2. With increasing the scope of the services in the telecom industry, there will be further M&A opportunities</p>
<p style="text-align: center;">Social</p> <p>1. Free bundling of products for broadband customers gives superior product differentiation</p> <p>2. Growth in smart phone, wearables and smart devices is giving consumers a 'connected mind-set'</p>	<p style="text-align: center;">Technological</p> <p>1. Investments in high speed network and alliances for 5G development</p> <p>2. Capitalizing on 'Cloud of clouds' services by BT's Global Services division will help BT achieve economies of scale</p>
<p style="text-align: center;">Legal</p> <p>1. Ruling by Ofcom, the UK telecom regulator makes way for separation of Openreach from BT</p> <p>2. Class action lawsuits against BT's Italian division</p>	<p style="text-align: center;">Environmental</p> <p>1. Organization wide focus and initiatives at BT to reduce carbon emissions</p> <p>2. Switch to 100% renewable energy</p>

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Client Support:
support@swotandpestle.com