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BCE INC. (BELL CANADA ENTERPRISES) SWOT & PESTLE ANALYSIS

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Company Name : BCE Inc. (Bell Canada Enterprises)

Company Sector : Telecommunications and Mass Media

Operating Geography : Canada, North America

About the Company :

BCE Inc., founded in 1983, is a publicly-traded telecommunications company. Formerly called Bell Canada Enterprise Inc. is now popularly known as Bell company or Bell Canada. It's headquartered in Montreal, Quebec, Canada, and is known as one of the largest communication companies in Canada. It is the holding company for Bell Media and Bell Corporate groups. The company was formed through the reorganization of its various subsidiary companies like Bell Canada, Northern Telecom, etc.

Bell provides various telecommunication services which include providing world-class wireless Home Internet, and fibre Internet and Tv networks, Cloud services and IP voice, data hosting, Connected Cars and Internet of Things. Its customer segment includes consumer, business and government agencies. Bell Media works in operating Canada's top media brands like CTV, RDS, Crave etc. The company also creates content for radio, local newspapers, entertainment series, films etc. The brand represents itself with the tagline "Today just got better".

In Nov 2020, Bell's 4G and 5G wireless networks have been ranked number 1 by PCMag in Canada's Fastest Mobile Networks 2020 report, the prestigious annual report on the performance of national networks. BCE's mission statement states "Transforming the way Canadians communicate with each other and with the rest of the world." BCE's USP or Unique Selling Proposition sprawls in being Canada's largest communications company, and an industry leader in the provision of communications networks and services.

Revenue :

CAD 23.96 billion - FY ending 31st December 2019 (y-o-y growth of +2.1%)

CAD 23.47 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for BCE Inc. (Bell Canada Enterprises) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Unmatched brand value and top ranked Canadian communications company 2.BCE inc. has widespread distribution networks across Canada 3.Strong focus on Network and service innovation 4.Extensively large product portfolio 5.Strong financial position over the past 5 years with healthy balance sheet 6.Canada's fastest national 5G network continuing to expand to new centres 	<ul style="list-style-type: none"> 1.Highly dependent on subsidiary companies
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase in usage of the internet all over the world largely in Canada 2.Focus on adoption of increased security measures 3.Telecom and other smart devices becoming a part of the "Internet of Things" 4.Pandemic spotlighting the importance of wireline broadband 	<ul style="list-style-type: none"> 1.Competitive landscape and industry trends driving cut-throat competition 2.CRTC exploring the idea of mandating MVNO (Mobile Virtual Network Operator) access

PESTLE Analysis :

The PESTLE Analysis for BCE Inc. (Bell Canada Enterprises) is given below:

Political	Economical
1. Political tensions with China leading to sidelining of Huawei impacting telecom players	1.Low population density making it tough and expensive for telecom players to achieve economies of scale 2.Impact of COVID-19 on the economy and business 3.Uncertainties in the Canadian Economy 4.Weak economic conditions to impact Canadian telecom CAPEX 5.Telecoms Leading the Adoption of Smart City Technology
Social	Technological
1.Faster internet leading to popularity of streaming services	1.Technological developments like automation and AI to enhance customer experiences 2.Canada's wireless industry is renowned globally
Legal	Environmental
1.Increasing regulatory pressure to reduce cellphone prices 2.Operating in a highly regulated environment	1.Environmental commitment as a corporate responsibility leader

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