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# S&P TEST

SWOT & PESTLE.com

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## AT&T SWOT & PESTLE ANALYSIS

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**Company Name :** AT&T

**Company Sector :** Telecom

**Operating Geography :** North America and Latin America

**About the Company :** AT&T Inc.(American Telephone and Telegraph) helps connect millions around the globe with its winning suite of entertainment, business, mobile and high speed internet services. AT&T is a public company incorporated in 1983, which provides communication and digital entertainment services primarily in the United States, along with Mexico and Latin America. They have their headquarters and corporate offices in Dallas, Texas. In 2015, AT&T acquired DIRECTV by spending \$50 billion which made AT&T the world's largest TV subscription provider. As of January 2020, the company is known to have employee strength of more than 247,000 people. AT&T operates as distinct and well-established brands namely, AT&T Communications providing video broadband and voice services, AT&T Mexico for wireless business, DIRECTV as TV subscription provider and AT&T startup for premium video advertising. Though AT&T has seen continuous ups and downs in its business, its performance has been reinforced by some factors like a huge subscriber base, competitive pricing plans, low cost management, share buyback events and traction for its broadband, video and telephone services.

AT&T's mission is "To create the best entertainment and communications experiences in the world." AT&T's vision is "to design and create in this decade the new global network, processes, and service platforms that maximize automation, allowing for a reallocation of human resources to more complex and productive work." The USP or Unique selling proposition of AT&T is in being one of the oldest and largest provider of mobile & fixed line telephony in the US and in being the industry pioneer for offering diversified services and products in the telecommunication industry. Amongst the ranking of telecom operators based on brand value in 2020, AT&T bagged the second position behind its rival Verizon with its value pegged at \$59.1

billion.

**Revenue :**

US \$181,193 million - FY ending 31st Dec 2019

US \$170,756 million - FY ending 31st Dec 2018

**SWOT Analysis :**

The SWOT Analysis for AT&T is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the world's biggest telecom companies</li> <li>2. One of the world's largest provider of Pay TV services</li> <li>3. Portfolio of valuable assets</li> <li>4. Building brand value through CSR initiatives</li> </ul>	<ul style="list-style-type: none"> <li>1. Lower Wireless Network Quality Performance</li> <li>2. Largely concentrated in USA</li> <li>3. Saddled with huge debt</li> <li>4. Erosion of customer base</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Growth in Embedded and Smart Devices</li> <li>2. Establishment of Smart Cities and the Wearables market</li> <li>3. Further acquisitions for international growth</li> <li>4. Wireless service growth through partnerships</li> </ul>	<ul style="list-style-type: none"> <li>1. Fierce competition eating into its wireless subscriber base</li> <li>2. Penalty from Lawsuits</li> <li>3. Natural calamities puncture AT&amp;T's bottom-line</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for AT&T is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Contributions to election parties and public policy engagement</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Slowing economy can adversely impact revenues</p> <p>2.Corporate tax reforms to boost economic activity in the United States</p> <p>3.Increasing internet usage and penetration to enable economies of scale</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Growing demand of online video content</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Technological innovations and upgrades</p> <p>2.Strengthening technology capabilities through acquisitions</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Involved in multiple lawsuits which could lead to penalties</p> <p>2.Acquisition of Time Warner facing regulatory hurdles</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Investments in building environmentally sustainable operations</p>

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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)