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VIASAT INC. SWOT & PESTLE ANALYSIS

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Company Name : Viasat Inc.

Company Sector : Telecommunications

Operating Geography : North America, Global

About the Company :

Viasat Inc. is an American communications company which provides high speed satellite broadband services and secure networking system covering commercial and military markets. It is headquartered in Carlsbad, California. It leverages the talent of 5,600 employees. In 1986, Viasat was co-founded by Mark Dankberg who became the chief executive officer and Mark Miller, and Steve Hart being the chief technical officers. Later, in the year 2000, Viasat launched a spin off company named TrellisWare Technology, which focuses on solutions for ground communications problems. In 2001, the company commenced working with Boeing on Connexion broadband for airliners. The company obtained Lockheed Martin Global Telecommunications' products unit, Comsat Laboratories which is Viasat's technology and product development group for communication systems concentrating on developing new technologies for extremely bandwidth efficient, high data rate satellite transmission. In 2007, Viasat acquired JAST Antenna Systems, based in Lausanne, Switzerland which produces microwave circuits and antennas for terrestrial and mobile satellite applications. Viasat launched its in-flight WiFi service in JetBlue in December 2013. Viasat offers mobile two-way satellite broadband solution to United States Government and tactical communication which involves tactical data, information assurance, and satellite communications. In 2020, Viasat is expected to launch Viasat-3, a high-capacity three satellite constellation. Viasat received Visionary Spotlight Awards by Channel Vision Magazine in 2020 for high level of innovation in helping the channel deliver advanced satellite broadband connectivity. Viasat Inc.'s Unique Selling Proposition or USP lies in it being a builder of a reliable distribution network that can reach majority of its potential markets. The company's mission statement reads, "We think big, we act intelligently, and we're not done we're just beginning".

Revenue :

US\$ 2.3 billion - FY ending 31st March 2020 (y-o-y growth of +12%)

US\$ 2.1 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Viasat Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strategic space broadband strategy for the long run 2.Strong growth in IFC driven by better satellite speed and volume 3.Steady growth in important financial pointers 4.Strong brand portfolio serving diverse markets 5.Successful track-record of accomplishing notable awards and recognitions 	<ol style="list-style-type: none"> 1.Profitability ratios below industry average 2.Plump slice of assets is financed by long term debt
Opportunities	Threats
<ol style="list-style-type: none"> 1.Promising satellite broadband growth in future 2.Drive down the cost, maintaining productivity 	<ol style="list-style-type: none"> 1.LEO competition affecting satellite broadband market 2.Space debris and safety concerning satellite 3.Financial instruments exposed to Volatile interest rates 4.Global presence attracting foreign exchange risk

PESTLE Analysis :

The PESTLE Analysis for Viasat Inc. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Governments expanding defense missions 2.Military leaders looking for faster tech advances from the New Defense Industrial Base 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Affordable connectivity driving economic growth in emerging markets 2.Impact of fluctuations in foreign currency exchange rates
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing consumer demand for 24x7 anywhere connectivity 2.Cord-cutting turning linear TV hours into internet video 3.Pandemic increasing the demand for fixed broadband services 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Accelerating rollout of sustainable Community WiFi 2.Participation in research, development, production initiatives 3.Using connectivity to advance smart farming solutions
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Regulatory and economic risks associated with LEO mega- systems 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Commitment to the environment through internal sustainability initiatives 2.Satellite broadband vital for disaster preparedness and achieving sustainable development goals

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