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NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT) SWOT & PESTLE ANALYSIS

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Company Name : Nippon Telegraph and Telephone Corporation (NTT)

Company Sector : Telecom

Operating Geography : Asia, Japan, Global

About the Company :

The Nippon Telegraph and Telephone Corporation commonly known as NTT, is a Japanese telecommunications company headquartered in Tokyo, Japan. Nippon Telegraph and Telephone Public Corporation, also known as Den-Den Ksha, was created as a state monopoly in August 1952 to take over the Japanese telecommunications network run by AT&T during the Occupation of Japan. Den-Den Ksha was privatised in 1985 to promote competition in the nation's telecom market. It is ranked 50th in Fortune Global 500 and has 332,000 employees as of early 2023. For demonstrating the initiatives for service improvement, revenue growth, cultural change, and transformation, NTT Com was awarded Operator of the Year for the seventh time in 2020. Additionally, NTT Communications received recognition from Frost & Sullivan's 2020 Asia Pacific Best Practices Awards Program in two categories.

The USP of NTT is that it ranks third among Japanese publicly traded companies and is the fourth-largest telecommunications company in the world based on revenue. NTT's mission statement reads, "NTT DATA Group uses information technology to create new paradigms and

value, that help contribute to a more affluent and harmonious society”.

Revenue :

¥ 11,944 billion – FY ending 31st March, 2021 (y-o-y growth of +0.04%)

¥ 11,894.4 billion – FY ending 31st March, 2020

SWOT Analysis :

The SWOT Analysis for Nippon Telegraph and Telephone Corporation (NTT) is given below:

Strengths	Weaknesses
1.NTT has a diverse business portfolio spread across many sectors 2.NTT has reported strong financial performances over the years 3.NTT has strategic collaborations and partnerships 4.NTT has a very strong R&D Department	1.NTT's fortunes are highly dependent on the Japanese market 2.NTT has very limited international brand presence
Opportunities	Threats
1.Oversees business expansion will lead to profit generation 2.Initiating towards next generation network	1.Intense competition from all the segments 2.Changing trends and business transformation 3.Highly susceptible to natural disasters 4.NTT is susceptible to social and cyber issues

PESTLE Analysis :

The PESTLE Analysis for Nippon Telegraph and Telephone Corporation (NTT) is given below:

Political	Economical
1.No direct involvement in public policy issues	1.Strong GDP growth in emerging markets to drive ICT and smart technology spending
Social	Technological
1.Changing consumer habits influencing service demands 2.Technology driving social revolution 3.Japan has a record ageing population	1.Telecom companies have started to have a comprehensive telecom technology portfolio 2.R&D investments helping create strong technology platform
Legal	Environmental
1.Strong compliance framework established across the supply chain 2.Telecom industry is highly regulated with frequent changes	1.Leveraging technology to reduce emissions

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