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## TELSTRA CORPORATION LTD SWOT & PESTLE ANALYSIS

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**Company Name :** Telstra Corporation Ltd

**Company Sector :** Telecommunications

**Operating Geography :** Australia and New Zealand

**About the Company :** Telstra is a leading telecommunications and technology company with a growing international business, and a heritage that is Australian. They offer a broad suite of connectivity, media and content to consumers and businesses in Australia, cloud and other technology services to business, enterprise and government customers, as well as connectivity services to carriers globally.

**Revenue :**

A\$ 26011 million - FY ending 30th June, 2018

A\$ 26013 million - FY ending 30th June, 2017

**SWOT Analysis :**

The SWOT Analysis for Telstra Corporation Ltd is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Dominant market position</li> <li>2.Strategic differentiation by being the leaders in network.</li> <li>3.Investments in latest technologies</li> <li>4.Expansion in key markets</li> <li>5.Cordial relations with regulatory bodies.</li> </ul>	<ul style="list-style-type: none"> <li>1.Operational inefficiencies and unsatisfactory customer service.</li> <li>2.Suffers from latency issues when compared to competitors Vodafone and Optus</li> <li>3.Priced higher than competitors</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Venture into international markets like China,Asia-Pacific</li> <li>2.Step into new businesses and projects</li> <li>3.Renewed focus on services</li> </ul>	<ul style="list-style-type: none"> <li>1.Saturated mobile market in Australia</li> <li>2.Complex telecom regulatory compliance laws in different countries.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Telstra Corporation Ltd is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. Government pushing for regulatory reforms 2. Australia's cordial global diplomatic relations</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. Subdued GDP due to falling commodity prices in Australia and NZ</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Rising expatriate population to drive telecom services growth</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Investment in digitization to enhance service offerings and customer experience 2. Leasing of telecom infrastructure and network</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. Impact of regulatory changes by ACCC 2. Complex telecom regulatory compliance laws in different countries</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. Environment solutions for sustainability 2. Foray into environmental friendly battery storage segment</p>

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