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

PESTLE Analysis :

The PESTLE Analysis for Telstra Corporation Ltd is given below:

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

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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