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ETISALAT GROUP SWOT & PESTLE ANALYSIS

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Company Name : Etisalat Group

Company Sector : Telecom

Operating Geography : UAE, Asia, Global

About the Company : Emirates Telecommunication Group Company PJSC, popular by the brand name Etisalat is a telecommunications service provider based in the Middle East. The word Etisalat means ‘communications’ in Arabic. The company was founded in 1976 and has operations spread in 19 countries across the Middle East, Africa and Asia. The company serves more than 148 million subscribers. The company headquarters are located in Abu Dhabi, UAE. It enjoys strong ratings from Moody’s, S & P and Fitch. The company has achieved the distinction of being awarded the title of “The Most Valuable Portfolio Brand” of the Middle East and North Africa by Brand Finance in 2020. Mobily, PTCL, Ufone, Maroc Telecom, Etisalat Afghanistan and Etisalat Misr are some of the notable brands of the company. Etisalat employs around 39500 employees as per early 2020 records.

The mission statement of Etisalat reads, “To extend people’s reach”. The vision statement of Etisalat reads, “Driving the Digital Future to empower societies”. Etisalat’s USP or unique selling point lies in being the first and largest telecommunications service provider of the UAE. It is also the 14th biggest telecommunications services provider of the world.

Revenue :

AED 52.2 billion – FY ended 31 December 2019 (y-o-y growth negative 0.3%)

AED 52.4 million – FY ended 31 December 2018 (y-o-y growth 1.5%)

AED 51.6 million – FY ended 31 December 2017 (y-o-y growth negative 1.3%)

AED 52.3 million – FY ended 31 December 2016

SWOT Analysis :

The SWOT Analysis for Etisalat Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Huge subscriber base 2. Diverse operational presence and strong international growth 3. Strong credit rating 4. Strong relationship with the UAE government 	<ol style="list-style-type: none"> 1. Weak business performance in Pakistan 2. Lower Emiratisation in the organization
Opportunities	Threats
<ol style="list-style-type: none"> 1. Focus on Internet of Things (IoT), Cloud and Virtualization 2. Launch of VoLTE(Voice over LTE) services in UAE 3. Corporate Cloud Program - Sahaab 4. E-commerce Services. 	<ol style="list-style-type: none"> 1. Intense competition 2. Regulations and other charges 3. MTN's acquisition of Visafone in Nigeria will impact Nigerian market share

PESTLE Analysis :

The PESTLE Analysis for Etisalat Group is given below:

Political	Economical
1.Strong government support from Emirates government 2.Inefficiency in UAE telecom sector due to political interests	1.UAE's economic growth to also drive telecom sector growth
Social	Technological
1.Rising expatriate population aiding telecom sector growth	1.Investing in futuristic technologies 2.Offering cloud-based managed network solutions
Legal	Environmental
1.Ban on VoIP services in UAE 2.Duopoly in the telecom sector in UAE 3.Government ownership calls for interference from the bureaucracy	1.Curbing carbon footprint

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