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VODACOM SWOT & PESTLE ANALYSIS

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Company Name : Vodacom

Company Sector : Telecommunication Services

Operating Geography : South Africa, Africa

About the Company : Vodacom Group Limited is a leading African communications company providing a wide range of communication services, including mobile voice, messaging data, financial and converged services to over 117 million customers. It was founded in 1994 by Alan Knott-Craig. The company is headquartered in Johannesburg, South Africa. It offers business managed services to enterprises in 50 countries through its Vodacom Business Africa (VBA). Its core services are voice, messaging and data, which are all available on either contract or prepaid. Contract gives the convenience of paying for services after it is used by the customer via monthly debit order, whereas prepaid lets them control how much they want to spend upfront without being locked into a contract. Vodacom provides connectivity as well as internet and virtual private network services to its customers over a variety of wireless, fixed-line, satellite, mobile and converged technologies. In 2020, Vodacom launched Africa's first live 5G network which supports both mobile and fixed wireless services. The company received the Business Social Investment Award 2019.

Vodacom's mission statement reads, "We are a caring company that strives to enhance people's lives and empower through advanced telecommunications through innovative yet sensible means." Vodacom's vision statement reads, "To be a leading digital company that empowers a connected society, delivering on our core purpose of we connect for a better future." The unique selling proposition or USP of Vodacom lies in being the leading cellular network provider in South Africa with an estimated market share of 58% and more than 103 million customers across Africa.

Revenue :

R 90.7 billion - FY ending 31st March 2020 (y-o-y growth 4.8%)

R 86.6 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Vodacom is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.4G coverage over 370 sites in rural areas 2.Obtained 4G licenses and Spectrum in all international operations 3.Leading African communications company providing a wide range of services 4.Airtime Services to prepaid customers 5.Contribution from new services gaining momentum 6.Established 5G connectivity in Lesotho, first in Africa 	<ul style="list-style-type: none"> 1.Consecutively decreasing cost of data affecting net profit of Vodacom 2.Limited 4G footprint due to spectrum constraints
Opportunities	Threats
<ul style="list-style-type: none"> 1.Building a developed cyber security network. 2.Expand 5G connectivity to entire Africa 3.Unlocking of OTT services to drive digital platform growth 4.Leveraging digital connectivity to combat Covid-19 	<ul style="list-style-type: none"> 1.Frequent load shedding in South Africa 2.Tough regulatory and policy environment across African markets 3.Slow market share growth due to intense competition

PESTLE Analysis :

The PESTLE Analysis for Vodacom is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Disconnection of telecom services during elections 2.Public protest due to long standing litigation process 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Increasing unemployment rate in south Africa led to increase workforce at lower costs. 2.High public and government debts hindering urbanization 3.Challenging macroeconomic context in African markets
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Low education rate restrict population to utilize data services. 2.Increment in online transactions and interaction due to COVID19 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Launch of first 5G technology in South Africa 2.Growth opportunity in IoT and smart services
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Regular Load-shedding ordered by the government resulting in losses to telecoms 2.Increasing regulatory and policy challenges across markets 3.Decreasing cost of data enforced by the government. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Natural calamities in cities leading to network outages 2.Prioritizing on UN Sustainable Development Goals

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