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ELISA OYJ SWOT & PESTLE ANALYSIS

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Company Name : Elisa Oyj

Company Sector : Telecommunications and Digital Services

Operating Geography : Finland and Estonia, Europe

About the Company : Elisa Oyj is a telecommunications, information technology, and internet service provider based in Finland and Estonia. It also provides digital services to foreign operators and other businesses. The company is headquartered in Helsinki, Finland. Daniel Wadén, an electrical engineer, founded the Helsingin Telefooni telephone company in 1882. In 1985, the company changed its name to Helsingin Puhelin, and in 2000, it was renamed Elisa Communications Oyj. Elisa offers networking and entertainment services, as well as tools for optimising business processes and efficiency. It collaborates with companies like Vodafone. Under the Elisa and Elisa Saunalahti brands, Elisa provides fixed and mobile subscriptions, as well as broadband and cable television subscriptions. Elisa Saunalahti, Elisa Videra, Elisa Automate, Elisa Smart Factory, and Elisa Kirja ebook service are among Elisa's digital services. Elisa Viihde is a Finnish drama producer. Elisa works with both individuals and businesses. It is a national company with workers all over the world. According to the Sustainable Brand Index 2021, Elisa is regarded as the industry's most environmentally friendly brand. In January 2021, Elisa acquired camLine GmbH, a German manufacturer of industrial software.

Elisa Oyj's Unique selling Proposition or USP is that it is a pioneer in telecommunications and digital services, with over 6.3 million subscriptions in its extensive network. Elisa Oyj's mission statement reads, "Sustainable development is a precondition for people everywhere on the globe to live securely, for their wellbeing, and for their ability to fulfil their dreams. With digitalisation, we're providing solutions for things that are important to people and for sustainable development".

Revenue :

EUR 1,895 million - FY ending 31st December 2020 (y-o-y growth 2.8%)

EUR 1,844 million - FY ending 31st December 2019 (y-o-y growth 0.6%)

EUR 1,832 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Elisa Oyj is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Launch of 5G technology has strengthened the competitive advantage of Elisa. 2.Finnish Excellence Award for exceptional quality. 3.Only unlimited mobile data pricing in Finland offered by Elisa 4.Expansion of digital service business 5.Excellent shareholder payouts over the years 	<ul style="list-style-type: none"> 1.High net debt due to lowering of Roaming and interconnection prices.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Elisa Smart Factory providing industrial IoT solutions 2.Investments in new technologies and digital services 3.Disciplined M&A policy and simple business model 4.Streaming services are experiencing major growth 	<ul style="list-style-type: none"> 1.Aggressively competition in telecom industry limits market share growth 2.Potential for growth in subscriptions limited in Finland

PESTLE Analysis :

The PESTLE Analysis for Elisa Oyj is given below:

Political	Economical
1.Restriction on non-EU telecoms tech in Estonia's 5G network	1.Finland is one of the companies with 2. highest income tax rates 3.Disruption in the telecom industry caused by Brexit
Social	Technological
1.Finland having one of the highest broadband and mobile penetration 2.Ageing population to impact workforce and talent availability 3.Leveraging digital technologies for healthcare solutions	1.Finland's goal to be the world leader in communications networks by 2025 2.Finland implementing a cybersecurity labelling system 3.Artificial Intelligence is a new opportunity for Finland
Legal	Environmental
1.Strict actions on market abuse regulations 2.Impact of changes to the Electronic Communications Act in Estonia	1.Focus on being carbon neutral in line with Finland's vision

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