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ROYAL KPN N.V. (KONINKLIJKE KPN) SWOT & PESTLE ANALYSIS

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Company Name : Royal KPN N.V. (Koninklijke KPN)

Company Sector : Telecommunications

Operating Geography : Netherlands, Europe

About the Company : Koninklijke KPN N.V., is a Dutch landline and mobile telecommunications company, originated from a government-run postal, telegraph and telephone service and is headquartered in Rotterdam, Netherlands. The company provides services to the consumer as well as business customers with its fixed and mobile networks for telephony, broadband and television. KPN services include telephone, internet services and solutions in IT services such as cloud, security and workspace. The company provides service via a number of brands, including KPN, XS4ALL and Simyo. Although the company has seen strong growth in its network, it has been able to reduce its energy consumption every year. As of 2015, the group is 100% climate neutral. In 2020, the group had 10,102 employees across its entire brands. Along with APG, KPN announced the start of fiber company “Glaspoort” in 2021. KPN was included in the CDP (Carbon Disclosure Project) A-list in 2020.

KPN’s unique selling proposition lies in being the market leader in mobile network operator in Netherlands. KPN’s mission statement reads, “KPN wants to make the Netherlands the world's best-connected country. We are doing everything within our power to connect everyone in the Netherlands to a sustainable future.”

Revenue :

5,275 million - FY ending 31st December 2020 (y-o-y growth -3.8%)

5,486 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Royal KPN N.V. (Koninklijke KPN) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Best 5G network and leading fiber position in Netherlands 2.Strong brand reputation and market position 3.Robust liquidity position and maintaining investment-grade credit profile 4.Established provider of critical communication services to governmental bodies 5.Solid supplier base and partnerships 	<ul style="list-style-type: none"> 1.Increased capex level driven by accelerated fiber roll-out 2.Consistent cases of internal frauds and corruption 3.Rise in fixed subscription prices by KPN
Opportunities	Threats
<ul style="list-style-type: none"> 1.Joint venture with APG to further accelerate fiber rollout 2 Investing in building Xed and high-quality mobile infrastructure. 3.Developing a future proof, technological infrastructure 	<ul style="list-style-type: none"> 1.Not abiding by court ruling and maintaining wholesale broadband 2.Increased competition to limit market share growth

PESTLE Analysis :

The PESTLE Analysis for Royal KPN N.V. (Koninklijke KPN) is given below:

Political	Economical
1.The national implementation of the 2018 European Electronic Communications Code 2.Huawei equipment may have caused surveillance risk to KPN users	1.Digitalization to be a catalyst for Netherland's economic recovery 2.Fluctuations in Dutch Corporate Income tax
Social	Technological
1.Consumer being attracted towards mobile convergence and adopting digital services 2.Increased internet and iTV usage during the pandemic 3.Digital healthcare - a trend to stay beyond the pandemic	1.Digital healthcare - a trend to stay beyond the pandemic 2.The digitization and development of quantum technology changing routine of people. 3.5G technology boosting digitization of Dutch society
Legal	Environmental
1.Wholesale broadband regulation passed by the Authority for Consumers and Markets (ACM) 2.Potential restrictive regulations for telecommunication companies across domestic and EU markets	1.Dutch telecom industry focus on SDGs 2.Netherlands focussing on clean technology initiatives.

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