
S&P TEST

SWOT & PESTLE.com

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

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.The national implementation of the 2018 European Electronic Communications Code 2.Huawei equipment may have caused surveillance risk to KPN users 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Digitalization to be a catalyst for Netherland's economic recovery 2.Fluctuations in Dutch Corporate Income tax
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 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 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 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
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 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 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Dutch telecom industry focus on SDGs 2.Netherlands focussing on clean technology initiatives.

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Royal KPN N.V. (Koninklijke KPN)** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

[**Buy Now**](#)

* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

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.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com