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## VIRGIN MEDIA O2 SWOT & PESTLE ANALYSIS

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**Company Name :** Virgin Media O2

**Company Sector :** Telecommunication Services Provider

**Operating Geography :** UK, Europe, Global

**About the Company :**

Virgin Media O2 is a telecommunications company in the United Kingdom. The company was formed in 2021 as a merger between Virgin Media and O2. The company provides a range of services to both residential and business customers, including mobile phone services, home broadband, and TV packages. The company has a large network of infrastructure, including fiber optic cables and mobile phone masts, which enable it to provide fast and reliable services to its customers. The company also has partnerships with other telecommunications providers to extend its network coverage. Virgin Media O2 is owned by Liberty Global and Telefonica, which are two of the world's largest telecommunications companies. As of early 2023, the company employed over 18,000 people.

The USP of Virgin Media o2 is that it is one of the leading providers of mobile phone and broadband services in the country. Virgin Media O2 has a reputation for providing innovative services and products to its customers. The company is committed to delivering high-quality customer service and is constantly investing in new technologies to improve the user experience.

**Revenue :**

10,352 million Euros - FY ending 31st December 2022 (y-o-y growth 30.74%)

7918 million Euros - FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Virgin Media O2 is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.The merger between Virgin Media and O2 has made the company one of the largest integrated communications providers</li> <li>2.Strong customer base across all the product offerings</li> <li>3.Collaborations and partnerships with various private and government entities</li> <li>4.Robust technology that gives a boost to customer experience</li> </ul>	<ul style="list-style-type: none"> <li>1.Decline in the fixed line network customers is causing a loss of customer base</li> <li>2.Allegedly the most-complained about telecom provider</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase coverage across UK through investments.</li> <li>2.'Upgrade the UK' program of the business is set to offer improved products and services</li> <li>3.Expand the fibre network across UK.</li> <li>4.Invest in newer technology capabilities like IOT, AI, 5G etc.</li> </ul>	<ul style="list-style-type: none"> <li>1.Government regulations can affect the business of the company</li> <li>2.Macroeconomic conditions may affect prices and demand</li> <li>3.Operates in a strong competitive environment</li> <li>4.Network outages are affecting customer experience</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Virgin Media O2 is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.UK government is accelerating research on 5G and 6G as part of 110 million Euros telecom package</p> <p>2.UK has passed telecommunications security act 2021 to introduce new duties of telecom providers</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Inflation is becoming a major concern for global economies like UK, US etc.</p> <p>2.UK is undergoing a cost-of-living crisis</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.The nationwide gigabit broadband penetration in UK is targeted to reach 85% by 2025</p> <p>2.5G and bundled services are becoming important factors in consumer's purchasing decision of mobile services</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Emerging technologies like IOT, sensors, AI are changing the telecom sector</p> <p>2.5G penetration will provide access to high-speed internet and will improve services</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Telecom companies are urging the UK government to cut VAT on services to 5% from 20%.</p> <p>2.The UK GDPR law puts restriction on telecom and digital service providers about how they can use personal data</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Telecommunication companies are pledging towards their sustainability goals to reduce carbon footprint</p>

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