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ZAIN SWOT & PESTLE ANALYSIS

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Company Name : Zain

Company Sector : Telecommunication

Operating Geography : Kuwait, Asia, Global

About the Company : Zain is a mobile telecommunications company founded in 1983 in Kuwait as MTC (Mobile Telecommunications Company) and later rebranded as Zain in 2007. Zain has a commercial presence in eight countries across the Middle East with 46.9 million active customers as of March 2018. With a vision for building a sustainable and innovative digital communications company is serving consumers and enterprises with a rich and simple mobile experience. Zain group operates with a passion for providing enhanced customer experience and maintaining operational effectiveness. Zain's strategy is based on six transformational initiatives: Customer Experience; Operational Effectiveness; Value Management; B2B; Digital Frontier and Innovation, and Talent Development. Listed on the Kuwait Stock Exchange, there are no restrictions on Zain shares as the company's capital is 100% free float and publicly traded. The largest shareholder is the Kuwait Investment Authority with a 24.6% as of December 2017.

Revenue :

KD 1029.5 million – FY ended Dec 2017(year-on-year growth of ~6%)

KD 1087.7 million – FY ended Dec 2016

SWOT Analysis :

The SWOT Analysis for Zain is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Consistently profitable operations 2.Market leader in Kuwait, Iraq, Republic Of Sudan, Jordan & Lebanon 3.Focus on cost effectiveness and optimization 4.Strong brand value in Middle East 5.Innovations strengthening the technology platform 6.Reduced debt to equity ratio 	<ol style="list-style-type: none"> 1.Decrease in customer base
Opportunities	Threats
<ol style="list-style-type: none"> 1.Opportunities in business to business segment 2.First mover opportunities in 5G Technology 	<ol style="list-style-type: none"> 1.Costly license Renewals 2.Increasing risk from Cyber Attacks 3.Falling ARPU and biometric registrations putting a brake on growth 4.Increase in competition from OTT and MVNO

PESTLE Analysis :

The PESTLE Analysis for Zain is given below:

Political	Economical
1.Adverse effect of political polices 2.Political conflict and unstability in MENA regions	1.Fluctuations in currency markets
Social	Technological
1.Social branding and promotion 2.Middle East region registering world's highest population growth 3.Promoting Inclusivity to help reach out to more customers	1.5G technology on board 2.Digital services to boost revenues
Legal	Environmental
1.Telecom laws and regulations 2.Regulation due to national security concerns	1.Focus on sustainability initiatives 2.Energy and site optimization

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Client Support:
support@swotandpestle.com