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TELKOM SA SWOT & PESTLE ANALYSIS

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Company Name : Telkom SA

Company Sector : Telecommunication

Operating Geography : South Africa, Africa

About the Company :

Telkom SA Limited is a South African wire line and wireless telecommunications provider. It was founded in 1991 with its headquarters being located at Gauteng, South Africa. It is a semi-privatized 39% state-owned enterprise. The company serves a large range of business and residential customers, and has all the key components of true convergence, enabling it to offer integrated voice, data, fixed, mobile, IT and data center solutions. It actively works to bridge the digital divide, with projects including the Connected Schools programme. As of 2023, it is operating in more than 38 countries across the African continent Telkom offers business, residential and payphone customers a wide range of services and products, including fixed-line subscription and connection services, fixed-line traffic services, interconnection services, fixed-line data center operations and internet services, e-commerce, mobile communication, and other services. As of 2023, there are 11,898 employees in Telkom.

Telkom's mission statement reads, "Seamlessly connecting our customers to a better life." Its vision statement reads, "To lead in the converged ICT market through deep and credible relationships and a distinctive customer experience by leading in converged solutions and providing a quality network with unmatched reach." Telkom's USP or unique selling point lies in its huge loyal base of mobile subscribers making it South Africa's fourth largest mobile operator.

Revenue :

R 42 756 million - FY ending 31st March 2022 (y-o-y decline 1.1%)

R 43 222 million – FY ending 31st March 2021

R 43,043 million - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Telkom SA is given below:

Strengths	Weaknesses
1.One of the fastest growing businesses of South Africa 2.Diversified revenue by acquiring BCX 3.Exceptional fibre-connectivity across South Africa 4.Solid and positive returns to shareholders 5.Mobile business demonstrates growth and strength in challenging market	1.Low subscriber base due to weak brand presence 2.Declining network quality resulting into negative brand value
Opportunities	Threats
1.Entering an Open-Access network business to cater the entire market 2.Multi-year agreement with Amdocs to develop IT operations. 3.Investing in cybersecurity training 4.WFH leading to surge in fixed and mobile network traffic 5.Seizing opportunities in the growing mobile payments market	1.Reduction in the consumer spending due VAT affecting revenue 2.Highly competitive market and slow market growth 3.Low network quality score as compared to competitors 4.Load shedding and economic challenges threaten company's financial stability

PESTLE Analysis :

The PESTLE Analysis for Telkom SA is given below:

Political	Economical
1.Disconnection of telecom services during elections 2.Impact of Russia-Ukraine war	1.Decline in customer spending due to increased VAT rate 2.Local economic headwinds to impact growth. 3.Moody's rating downgraded Telkom to South African telecom companies
Social	Technological
1.Increased data connectivity across South Africa	1.5G technology recently introduced to South Africa. 2.Government's regular initiatives towards ICT development. 3.Yep, introduces AI-powered tools for SMES' online presence and marketing
Legal	Environmental
1.Regulation by Competition Commission to increase transparency of cost of data 2.New spectrum released for telecom industry during the COVID19 pandemic	1.Government's regulations on total carbon footprint 2.Initiatives in support of sustainability for 2030 goals by South African Government

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Client Support:
support@swotandpestle.com