

American Movil

Parent Company

America Movil S.A.B. DE C.V. & Telmex

Category

Mobile Service Provider

Sector

Telecommunication

Tagline/ Slogan

Leading Wireless Service Provider

USP

Company with largest Infrastructure

STP

Segment

Mobile & Landline, Broadband, Digital Television, IT & Network Services

Target Group

Users of the above, including business units

Positioning

High Speed Access, and Knowledge of the region

SWOT Analysis

Strengths

1. Market Presence and strong marketing	
2. Expanding liquidity position and Strong Financials	
3. Robust Research & Development	
4. Operations in 18 countries in the Americas; More than 240 million mobile customers; More than 29 m	
5. Has over 145,000 employees globally	

Weaknesses

1. Concentrated presence in Americas only
2. Extremely strong competition in the telecom sector

Opportunities

1. Growth of broadband, Pay TV and 3G
2. Latin American Mobile market
3. Growth in Telecommunication Services

Threats

1. Fluctuations in foreign exchange rates
2. Competitive pressure
3. Rapid Technological changes

Competition

Competitors

1.Telefonica

2.Vodafone
