

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

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| 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

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

Opportunities

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

Threats

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

Competition

Competitors

1.Telefonica

2.Vodafone