

**Verizon**

**Parent Company**

**Verizon Communications**

**Category**

Mobile Service Provider

**Sector**

Telecommunication

**Tagline/ Slogan**

Rule the Air; America's Largest and Most Reliable Network

**USP**

Verizon is the one of the largest Wireless Carrier in US

### Verizon STP

#### Segment

Mobile phone users and businesses

#### Target Group

Young population, Net and mobile savvy

#### Positioning

Verizon has excellent network and IP infrastructure

### Verizon SWOT Analysis

#### Strengths

1. Verizon Communications is one the world's leading telecommunication company
2. Verizon has a strong reputation of network coverage with more than 100 million subscribers
3. 5G & 4G Network capabilities offered by the company
4. It is one of the largest wireless carrier in US
5. Verizon provides services like Fixed-line and mobile telephony, broadband and fixed-line internet service
6. More than 100,000 employees are present in the organization
7. Verizon with its services reaches out to more than 150 countries
8. Strong marketing exercises and sponsorship of events, sports teams etc. have boosted the brands presence
9. Good brand recognition & global goodwill of the company via its philanthropic subsidiary
10. Verizon's brand awareness is driven by TV commercials, print ads, online advertising, social media etc.
11. Strategic acquisitions of telecom, media and internet companies have strengthened its position in the market

### Weaknesses

1. Increase in competition means limited market share growth from Verizon

2. Presence limited to primarily Americas and not a major player like a few other established telecom op

### Opportunities

1. Expansion of audio & video conferencing can help the business growth for Verizon

2. VOIP, broadband, mobile internet etc. are all growing and can help the business grow

3. International expansion & regional acquisitions can help Verizon grow

4. Verizon can diversify into many other services related to customer needs utilizing the internet penetra

### Threats

1. Intense competition in the saturated US market can decline Verizon's market share

2. FCC regulations and government policies can affect operations and margins

3. Cannibalization due to VOIP and wireless offerings can lead to loss of revenue

4. International operations can be affected by recession, economic instabilities etc.

**Competition****Competitors**

1. AT&T

2. BT Group

3. Vodafone

4. Deutsche Telekom

5. Orange

6. T-Mobile

7. Comcast

