

**Telstra**

**Parent Company**

**Australian and Overseas Telecommunications Corporation**

**Category**

Mobile Service Provider

**Sector**

Telecommunication

**Tagline/ Slogan**

It's how we connect

**USP**

Largest Provider of telecommunication services in Australia

**STP**

**Segment**

mobile telecommunications services, broadband access and

content, data and Internet services, management of IT or telecommunications services of business cus

**Target Group**

Services to most homes and businesses in Australia & wholesale services to other carriers, advertising

**Positioning**

Improved Customer Service & Online "Crowd Support" initiatives

**SWOT Analysis**

**Strengths**

- |   |
|---|
| 1. Telstra is Australia's leading telecommunications and information services company and Expanding |
| 2. Wide Range of Service Portfolio  |
| 3. Strong Customer Service Base   |
| 4. Active sponsorship in major sporting events  |
| 5. Over 35,000 employees serving customers from 230 countries and territories indirectly            |

**Weaknesses**

- |  |
|--|
| 1. Limited Liquidity Position                                |
| 2. Extremely tough market segment means limited market share |

**Opportunities**

- |   |
|---|
| 1. Strategic Growth Initiatives           |
| 2. Increasing Demand for Telecom Services |
| 3. Growing IT Services Market             |

- |                                       |
|---------------------------------------|
| 4. 4G Mobile Broadband Network Launch |
|---------------------------------------|

**Threats**

- |                                |
|--------------------------------|
| 1. Rapid Technological Changes |
| 2. Stringent Regulations       |
| 3. Increasing Competition      |

<b>Competition</b>
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<b>Competitors</b>
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1.Optus
2.Vodafone
3.Virgin Mobile