

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>
--------------------

<b>Competitors</b>
--------------------

- |                  |
|------------------|
| 1. Optus         |
| 2. Vodafone      |
| 3. Virgin Mobile |