

Telus

Parent Company

Telus and BCTel

Category

Mobile Service Provider

Sector

Telecommunication

Tagline/ Slogan

The future is friendly

USP

Second largest telecommunications provider in Canada in

terms of revenue generation

STP

Segment

Data, Internet Protocol, voice and wireless services in Central and Eastern Canada

Target Group

Users of wire-line, wireless & Internet services and Smart grid solutions

Positioning

Provides a wide range of telecommunications products and services including internet access, voice, e

SWOT Analysis

Strengths

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| 1. Improved Operational Efficiency across its offerings |
| 2. Strong Customer Base of approx 4 million wire-line network access lines, 7 million wireless subscribers |
| 3. Robust Strategy for TELUS TV |
| 4. Next Generation Services Portfolio through IDEN & HSPA+ networks |
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| 5. Market Leadership –one of the top providers in Canada |
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Weaknesses

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| 1. Declined Performance of Wire-line Segment |
| 2. Operations are heavily dependent on Canada only |

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| 2. Limited presence across the world |
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Opportunities

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| 1. Growing Smart-phones and TELUS TV Markets |
| 2. Strategy for Data, IP and Wireless Markets |
| 3. Expected growth of the Canadian & global Telecom Industry |

Threats

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| 1. Wireless Number Portability Execution causing loss of customers |
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2. Regulatory Changes from the government
3. Competitive Pressures from the market leader

Competition

Competitors

1. Roger Communications
2. BCE (Bell Canada Enterprises)
3. MTS