

CenturyLink

Parent Company

CenturyLink, Inc.

Category

Mobile Service Provider

Sector

Telecommunication

Tagline/ Slogan

Stronger Connected

USP

Amongst the top 5 telecommunications company in the United States in terms of lines served

**STP**

**Segment**

Fiber transport, local exchange carrier, security monitoring and other communications and business inf

**Target Group**

High speed internet and entertainment services to small-to-mid-size cities through broadband and fiber

**Positioning**

One stop shop for voice and data communications, as well as television and home security services.

**SWOT Analysis**

**Strengths**

- |   |
|---|
| 1. High Performance Segments like voice, data and television services   |
| 2. Market Presence across over 25 American states   |
| 3. Expanding Market Share in Sector of telecommunications across US   |
| 4. Strategic acquisitions like Savvis, Qwest etc, helping it to widen its global presence as well as offering |
| 5. Has a workforce of approx 48,000 employees   |

**Weaknesses**

- |   |
|---|
| 1. Relying on Suppliers and Vendors for its TV and data offerings         |
| 2. Decline in Operating margins and Liquidity indicated by its financials |

**Opportunities**

- |  |
|--|
| 1. Strategic Acquisition possibilities in sectors like cloud computing |
| 2. Growth of Communications Industry in general                        |
| 3. Positive Outlook for VoIP services                                  |

**Threats**

- |  |
|--|
| 1. Intense Competition from the existing US providers          |
| 2. Regulation and Legislation Changes across the world         |
| 3. Technological Changes leading to faster technology adoption |

**Competition**

**Competitors**

1.AT & T
2.Verizon
3.America Movil