

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

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| 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

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

Opportunities

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

Threats

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| 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
