

Turk Telekom

Parent Company

Oger Telecom, Undersecretariat of Treasure of Turkey

Category

Mobile Service Provider

Sector

Telecommunication

Tagline/ Slogan

Turkey's telecom leader

USP

Turk Telekom group provides integrated telecommunication services from PSTN, GSM to wide band in

STP

Segment

Fixed telephone, mobile telephone, as well as Internet services. The company offers a broad range of p

Target Group

Turk Telekom is a provider of integrated telecommunications services for individuals and business cust

Positioning

Offer a wide range of services to personal and corporate customers.

SWOT Analysis

Strengths

1. Strong base of subsidiaries helping to provide diverse focused offerings
2. Awards and Recognition helping in creating good brand recognition
3. Improved Liquidity which has helped in better strategy implementation
4. Over 35 million customers are being served with a workforce comprising of over 25,000 employees
5. Good branding and advertising means it's a popular telecom brand

Weaknesses

1. Geographic Concentration, limiting itself to services in a particular region
2. Intense competition from international telecom service providers entering the market means limited

Opportunities

1. Technological and Infrastructure Investments which can help in potentially great future returns
2. Growth in Telecommunications Services which is believed to have great potential
3. Growing Demand for Mobile Broadband

Threats

1. Intense Competition causing pricing pressures
2. Rapid Technological Changes causing constant capital infusion
3. Global Economic Slowdown impacting revenues

Competition

Competitors

1.Vodafone

2.TeliaSonera

3.TurkCell
