

Etisalat

Parent Company

Emirates Telecommunications Corporation

Category

Mobile service provider

Sector

Telecommunication

Tagline/ Slogans

Now you're talking

USP

Reputation for launching the right service to the right audience at the right market at the right time

STP

Segment

Everyone wanting to use a cell phone

Target Group

Individuals, enterprises and international telecommunications companies, ISPs, content providers and

Positioning

One-stop shop for mobile and fixed-line voice and data services

SWOT Analysis

Strengths

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| 1.Major hub in the Middle East, for internet, voice, mobile , broadcast, roaming and corporate data serv |
| 2.Etisalat has 525 roaming agreements connecting 185 countries enabling BlackBerry, 3G and voice r |
| 3.Strong brand presence and high marketing |

Weaknesses

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| 1.Controlling operations in various countries may lead to focus away from quality of service |
| 2.Managing global operation |

Opportunities

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| 1.Enchancing customer services |
| 2.Increased bucket offering to customers |

Threats

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| 1.Brand clutter may lead to major customer churn rate |
| 2.Entry of new players |

Competition**Competitors**

1.	Vodafone
2.	Three Mobile
3.	Telenor
4.AT&T	