

**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**

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

### Weaknesses

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

### Opportunities

- |   |
|---|
| 1. Enhancing customer services            |
| 2. Increased bucket offering to customers |

### Threats

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

### Competition

### Competitors

1.	<a href="#">Vodafone</a>
2.	<a href="#">Three Mobile</a>
3.	<a href="#">Telenor</a>
4.AT&T	