

MTN

Parent Company

MTN Group

Category

Mobile service provider

Sector

Telecommunication

Tagline/ Slogans

Everywhere you go

USP

South African based multinational mobile communication operating in many African and Eastern countries

STP

Segment

Local as well as international

Target Group

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

Positioning

Winning service provider; signed up sponsorship deal with football giant Manchester United

SWOT Analysis

Strengths

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| 1.Support sales activities by understanding customer's business |
| 2.Strong brand name |
| 3.Good brand visibility and advertising |

Weaknesses

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| 1.Limited global operations |
| 2.Severe price competition in the market |

Opportunities

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|---|
| 1.Up to date information on competitor's activities |
| 2.Growing mobile and internet market across the globe |

Threats

- | |
|---|
| 1.Too many expansions can lead to loss of focus |
| 2.Mobile number portability may hamper growth |

Competition

Competitors

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