

CNBC

Parent Company

CNBC

Category

Business News Channel

Sector

Media and Entertainment

Tagline/ Slogan

First in Business Worldwide

USP

Highly trusted Business News Channel

STP

Segment

Businessmen and Stock Market Investors

Target Group

Young Middle Class and Businessmen who give lot of importance to news delivered through media

Positioning

Best Business Channel

SWOT Analysis

Strengths

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| 1. Big Brand Name in business news |
| 2. Good presence across the globe through different partnerships e.g. CNBC-TV 18 India |
| 3. High Quality Content |
| 4. Live Coverage of Global Markets |
| 5. Work Closely with markets |
| 6. Knowledgeable Presenters |
| 7. Lot of Experts |

Weaknesses

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| 1. The Channel seems difficult for many people to understand and who don't have sound knowledge of business |
| 2. Mainly Stock Market oriented business content |

Opportunities

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| 1. Diversify into various types of Business Content e.g. entrepreneurship channel etc |
| 2. Offer programs which simplify business and markets for novice viewers |

Threats

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| 1. Various local business channels |
| 2. Internet e.g. Finance Apps available on App Stores |
| 3. Websites dedicated to Stock Markets and business news |

Competition

Competitors

1. Bloomberg
2. BBC
3. NDTV Profit
4.Zee Business
5.CNN