

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**

- |  |
|--|
| 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