

# **SWOT ANALYSIS OF TELUS CORP**

## **1. STRENGTHS**

- **Market Positioning:** Due to its early status as Alberta's single provider of telephone service, Telus currently has a dominant position in the market.
- **The Wireless Division is Expanding Quickly:** A large portion of Telus' revenue comes from its wireless division. The division has expanded greatly over time. With more subscribers and revenue in the second quarter of 2017, Telus recorded significant growth in this industry.
- **Workforce with High Qualifications:** Telus has been able to establish a workforce with high qualifications through training and learning initiatives.

## **2. WEAKNESS**

- **Huge Debt:** Despite its outstanding performance and earnings, Tesla's stock price has fallen and is still on the decline. This is caused in part by Telus' heavy debt load.
- Telus has issues with pricing for its budget-friendly devices, charging high prices for small plans. For minor data plans of between 1 and 5 GB, its pricing seems to be slightly on the expensive side.
- Telus is primarily focused on the Canadian market, which limits its potential for growth.
- The company has a high level of debt, which can limit its ability to invest in new technologies and services.
- Telus's pricing strategy may not be as competitive as other telecommunications companies in Canada.

## **3. OPPORTUNITIES:**

- **New environmental regulations:** The new possibilities will create a level playing field for all industrial participants.
- The market for smartphones is expanding quickly. To grow its cellular business, Telus has a great chance to benefit from the steadily growing smartphone industry.
- Over 4.66 billion people use the internet actively worldwide, according to Statista.com. By offering reasonably priced data plans, Telus has a great chance to grow its client base.

#### 4. THREATS:

- **Strong Competition from Other Communication Providers:** The market is now quite competitive. Prices are impacted, which lowers Telus's profits or revenue.
- **Suppliers:** With fewer suppliers in the market, suppliers' negotiating power has grown over time. Because of this, Telus may see an increase in input costs.
- **Exchange Rate:** Because local suppliers supply TELUS while having international sales, the exchange rate has an impact on the corporation.
- Telus faces stiff competition from other telecommunications companies in Canada, such as **Bell and Rogers**.
- The company may be affected by changes in government regulations or policies that impact the telecommunications industry.
- Telus may face challenges as a result of shifts in customer preferences, such as the growing popularity of mobile virtual network operators (MVNOs).