

Virgin media ireland

Pestle, swot and tows analysis



October 26, 2018

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# **Introduction:**

Virgin Media Ireland is an Irish company having headquarter in Eastpoint Business Park, Dublin, Ireland which is owned by the liberty global. It provided the service on the cable television, mobile phone, telephone and the broadband internet all over the Ireland. According to Virgin media website (Media, 2018), it is the fastest broadband service provide in Ireland having the Switcher broadband awards winner of 2018.

According to Charlie Taylor (author of The Irish times),the revenue of Virgin media is 109 million in the first quarter of the year 2018 having the 1.06 million cable and mobile subscriptions in the Ireland (Taylor, 2018).The total number of employees working in this company are 800.

The competitor of Virgin Media Ireland is Sky Ireland, EIR and the Vodafone Ireland.

The big company of Ireland like Adamstown Community College, The Convention Centre Dublin, Passax Business System, Eastpoint Business Park, all Group, Costa Coffee Ireland, Phonovation Response, 11890 Directory Enquiries, GSA Group, Boyle Sports and soon using the Virgin Media Services.

# **PESTLE:**

## **Political:**

The political factors of the company are as follows:

### Employment laws:

The employee law of Virgin Media Ireland has same law as Irish Employment law (WRC, 2018) which are follows:

* Employee must have the PPS Number to work in the Ireland.
* The employee details must be kept on the full time or part time workers.
* All the pay must be pay through PPS Number and send Pay Slip to employees.
* The contract paper must be signed by the both parts.
* The employee gets 8% holiday payment of the full income.
* The employee must be more than 18 years old.
* The non-EEA employee must need work permit to work.
* The bank holiday and the public holiday payment must be paid to the employee.
* The student must work 20 hours per week on the academic hour.
* The minimum pay rate is 9.55 per hour.
* The employee must not work more than 48 hours per week.
* The customer details saved on the GDPR regulation.

### Environmental regulations:

The environmental regulations of Virgin media Ireland are as follows:

* When provide the service check that the environment was not harmed.
* Energy reduction and waste management should be checked.
* Check the Irish environmental regulation.
* Provide the good service to the customer without any environment’s violence.

### Tax policy:

The tax policy of Virgin media Ireland is according to the corporation tax of 12.5% of Ireland tax policy which is low in compare to the European Tax.

Trading agreements:

The trading agreement process of Virgin media are as follows:

* The contact paper is signed between the virgin media and the customer on the base of Customer requirement.
* Virgin media also provide schema to the customer.
* Customer can update or canceled their contract by the rule of virgin media.
* Virgin media must provide good service to the customer.

### Government stability:

Virgin media Ireland is working under the government of Ireland so for the better success of the virgin media Irish government must stable for the company. It seen that from the past 10-year Irish government are stable for the companies.

### Product labelling requirements:

All the product of virgin media Ireland must have their product label according to the company rule and regulation law.

### Health and Safety regulations:

Virgin media is actively providing the health and safety workplace for the employee under the Irish government rule because the work of this company is very risk for the workers. So, they provide insurance for the workers.

### Funding:

Virgin media Ireland is the private company, so all the fund come from their shareholders not government fund included. It also gets fund from the customers.

### Market:

The market of Virgin media Ireland is all over the Ireland. According to Laura Slattery (Slattery, 2018), it has 371,100 broadband subscibers,352,500 home telephone subscribers and 270,800 television subscribers in the Irish market.

## **Economic:**

### Charging rates:

According to the Ciaran Hancock (Hancock, 2018),the virgin media charge €20 per month for the new sports. The virgin media have their own standard to charge the rate of the phone calls.

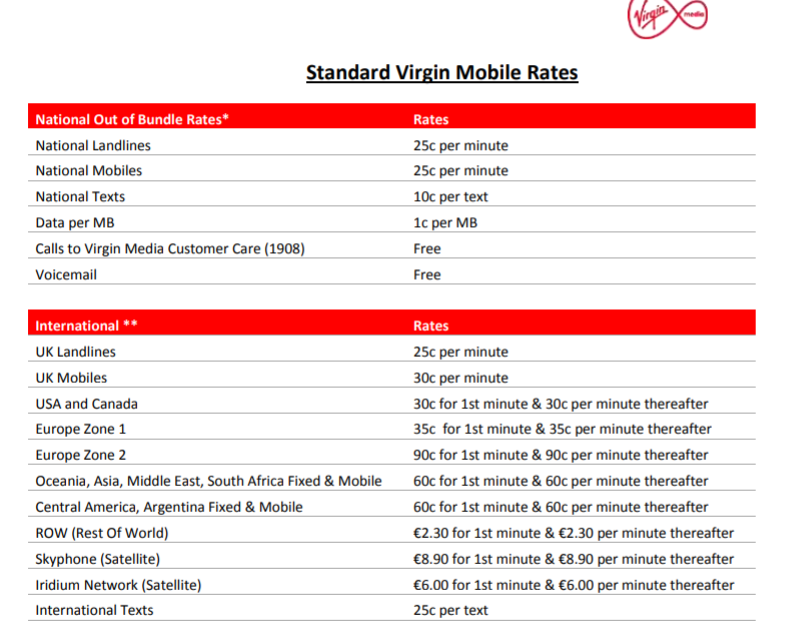


Figure: Example of Mobile Phone Rate

### Exchange rates:

Virgin media Ireland provide the service inside the Ireland, so it has not applied the exchange rate for the service used. The money only used on euro.

### Rate of inflation:

According to the Laura Slattery (Slattery, 2018),The virgin media Ireland rate of inflation increased by 7.1% which was €105.8 million.

### Employment levels:

The employment level of Virgin media Ireland are as follows:

* The unemployment rate now decreased at 7.1% to compare to the 2014.
* Their employees are involved in 70% analytics,60% programming, 51% digital marketing and social media.

### Gross Domestic Product:

According to the Virgin media Ireland, the GDP is around 6% of Ireland GDP.

### Consumer spending power:

According to Virgin media Ireland Digital Insights Report 2016, the Irish user spend €71 to €80 in the internet, so the overall spending power is 7.7% at 2016 will be increased up to 12.4% at 2021.

### Trade tariffs:

Due to high demand of internet and the television subscriber, the trade tariffs are continuously changing in the virgin media Ireland. While looked at the Virgin media Ireland website, the also give schema to the customer for certain month which help virgin media to stand on the market.

### Seasonal issues:

According to the Laura Lyne (Lyne, 2018), the Irish virgin media customer getting problem in the broadband services and the virgin media is going to solve that problem since early Tuesday morning.

## **Social:**

### Ethical and religion issues:

There were not any ethical and religion issues on this company but only the problem is for the Non-EEA citizens who does not have to work without work permit.

### Attitudes to foreign products and services:

Virgin media Ireland have their own product but UK virgin media and Irish virgin media work together to provide the service.

### Language:

The language is only English.

### Consumer leisure time:

The leisure time of consumer dependent on the virgin media Ireland schema or the customer contact paper.

### Roles of men and women:

In Ireland, men and women are equally working so same as in virgin media Ireland.

### Demographics:

All category of worker work in this company whose age is more than 18 years old and up to the 60-70 years old people.

### Living Standards:

Due to good amount of pay, the living standard of company employee are high.

### Education standards:

All the staff are well educated on this company.

## **Technological:**

### Technology legislation:

The company is working on the department of justice and equality technology legislation of Ireland.

### Access to internet and broadband availability:

It has own internet and broadband service.

### Quality and standard of technology:

It provides Irish fastest internet service to the customer and good quality board band service.

### Communications infrastructure:

It has its own communication system via internet and the software.

### Rate of technology changes:

The service of virgin media Ireland is going good and well.

## **Environment:**

Virgin media Ireland lies on the environment of Ireland, so the environmental changes of Ireland effect its service. This company work working on the Irish government environment. It depends upon the weather and climatic changes of Ireland. The climate of Ireland is mild and changing all day with rain and sunny day. Due to winds, snow fall, and rain fall the service of virgin media getting problem every year. The service must not affect the environment.

## **Legal:**

The virgin media Ireland work on the EU and Irish government rule and regulations. GDPR is the main problem in all EU country nowadays. The service of virgin media must be safe for all the users. The copyright must be used to using the third party. The employee law must be followed. The customer must be happy by using this product.

# **SWOT:**

## Strength:

The strength of Virgin media Ireland are as follows:

* It has 4G Mobile data service which is 10 times faster than the 3G which is available to all virgin media Ireland customer without any extra cost.
* It is a fastest broadband service provider in Ireland.
* Due to schema of virgin media more customers are engaged.
* By looking customer review, it is better than the Vodafone and eir.
* It has broadband, mobile, telephone services.
* All the transition can be done through internet.
* Employee are happy to work in this company.
* It has well educated and talented worker.

## Weaknesses:

The weaknesses of Virgin media Ireland are as follows:

* Due to environmental changes of Ireland, the service getting down and customer started to complain.
* Due to technical default, the problem might be fixed slowly.
* Due to large number of customers, the broadband service getting problem sometimes.
* Some part of Ireland does not have their broadband and internet service due to tower.
* The rate of international call is quite high than the Tesco or Lyca mobile.

## Opportunities:

* It provides schema to the customer, so customer can save the money.
* The revenue of Virgin media is increased day by day.
* The customer of this company gets high speed internet and board band service.
* The employee of this company can be promoted on their education and talent.
* It organized local event inside Ireland.

## Threats:

* Vodafone and eir also giving good service as compare to virgin media.
* The rate of call is high than the other service provider.
* Environment make problem to give best service in Ireland because of seasonal changing of weather.
* Due to competitors, they must be low their price to survive.
* Sometimes they must be going to the bad debt, like customer cancel the contact, customer requirements were not satisfied and soon.
* Due to high demand of educated people in Ireland, they may be loose employee or scarcity of employee might be happening in future.
* The technology changing rapidly, they must be used the latest technology.
* They must be spending their money on the innovation things to satisfy the customer needs.

# **TOWS:**

The tows of virgin media are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| External Analysis | | | |
| Internal Analysis |  | Opportunities: | Threats: |
| Strengths: | SO (Maxi-Maxi) | ST(Maxi-Mini) |
| Weaknesses | WO(Mini-Maxi) | WT(Mini-Mini) |

By looking the table, the tows of Virgin media are defined on the 4 strategies which are in details:

## SO Strategies:

The SO Strategies of Virgin media are as follows:

* The high-speed board band and internet service help virgin media Ireland to grain the high volume of customer.
* The online payment system through direct debit or credit card help virgin media to collect their bill easily.
* The 4G mobile data help virgin media to encourage to more customer.
* The increased number of customer help virgin media to grin more revenue income.
* More people are using virgin media network due to its schema and offers.
* The good customer service help to satisfy the customer which provide good customer review.

## ST Strategies:

The ST Strategies of Virgin media Ireland are as follows:

* Due to large number of customers, the virgin media Ireland can be survived on the Ireland and give better service in future.
* Due to high speed of internet and board band service, other competitor can be effect.
* Due to well-educated employee, the service provides by virgin media Ireland getting better and well.
* There are many service providers in Ireland which help virgin media to overcome the customers complain.

## WO Strategies:

The WO strategies of Virgin media Ireland are as follows:

* The schema of virgin media Ireland helps more subscribers.
* The innovation project help to encourage the new graduates’ workers.
* The good payment of workers helps virgin media to catch the workers and help to get more workers in the market.
* The increased of revenue help virgin media Ireland to develop the economy of Ireland.

## WT Strategies:

The WT strategies of Virgin media Ireland are as follows:

* The good internet and broadband service help to stand the virgin media in the market and get more subscribers.
* The innovation project help virgin media to develop the new system which help them to work in any environmental problem.
* The satellite should be used to overcome on the environmental problem like rain and snow fall.
* Virgin media Ireland should provide schema to subscribers in the occasion like Christmas or the weekend services which overcome the loss of subscribers.
* The customer complain should be solved with in 24 hours so that customers will be happy and remain the member of virgin media product.

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