|  |  |  |
| --- | --- | --- |
|  | **SWOT:**  **International Unit in Telecom Egypt** | |
| **Internal** | **Strengths** | **Weaknesses** |
| * **Resilience international infrastructure** * **Solid local mesh network** * **Good international reputation** * **Distinguished Geographical location between East and West** * **Strong Marketing Team** * **Wide range of services** | * **Limited cash for investment** * **Using conventional energy sources (expensive) that needs to be replaces** * **Huge employees’ number in Telecom Egypt, not international sector** |
| **External** | **Opportunities** | **Threats** |
| * **OTTs entrance in the industry flourishing the industry with new projects** * **The potential markets in Africa and the middle east induce multiple international projects in** * **International calls for sustainable values and sustainable measures deployment** * **Governmental interest in sustainable development goals** | * **Global Economic recession** * **Political instability in the Region** * **Economic instability in Egypt** * **OTTs entrance in the industry taking from market share** * **Imposing new penalties against violation of sustainability regulations** |