

# Tigo Honduras — BLM战略评估：完整分析报告

**Period:** CQ4\_2025  
**Framework:** Business Leadership Model (BLM) — Five Looks + SWOT + SPAN  
**Protagonist:** Tigo Honduras  
**Market:** Honduran Telecommunications  
**Generated:** 2026-02-14  
**Population:** 10.4M

## 文档结构

This document consolidates all deep analysis modules from the BLM strategic assessment into a single reference. It can be used as:

- **Human reference:** Complete strategic analysis in one place
- **AI agent input:** Feed this document to an AI agent to generate updated presentations, summaries, or derivative analyses

#	Module	Section
ES	Executive Summary	<a href="#">Link</a>
01	Look 1: Trends — PEST Analysis	<a href="#">Link</a>
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# 执行摘要 — Tigo Honduras BLM Strategic Assessment

**Period:** CQ4\_2025

**Framework:** Business Leadership Model (BLM) — Five Looks + SWOT + Opportunities

**Protagonist:** Tigo Honduras

**Market:** Honduran Telecommunications

## 一句话结论

Tigo Honduras is an operationally stable #1 operator defending a dominant market position with a 3-5 year window to close 5G Coverage Gap.

## 1. 全局概览

### 1.1 市场背景

指标	值	影响
Market size	HNL 8.3B (quarterly, CQ4_2025)	Market scale indicator
Market growth	+2.5% YoY (CQ2_2025 -> CQ4_2025)	
Concentration	CR4 = 100% (Tigo Honduras: 57.3%, Claro Honduras: 33.9%, Digicel Honduras: 8.8%)	Market structure
Lifecycle stage	Late_Growth	
Population	10.4M	
Regulator	CONATEL	
Structure	3-operator oligopoly	

1.2 运营商定位

指标	值	Rank	评估
营收	L4,760M	#1	

1.3 核心数据概览

Revenue	L4,760M/q
EBITDA	L2,140M/q

2. BLM五看关键发现

看一：看趋势（PEST）

Net assessment: 有利 macro environment in a late\_growth market (+2.5% YoY (CQ2\_2025 -> CQ4\_2025) YoY). 2 policy opportunities vs 1 policy threats.

Finding	影响
Macro environment: 有利. Key opportunities: Regulatory Environment, National Digital Strategy. Key risks: Regulatory Environment, Inflation Industry is in late growth phase. (+2.5% YoY (CQ2_2025 -> CQ4_2025))	
Industry lifecycle: late_growth	
Market growth: +2.5% YoY (CQ2_2025 -> CQ4_2025)	
PEST weather: sunny	Mostly favorable: 8/10 factors present opportunities

看二：看市场与客户（\$APPEALS）

Net assessment: Tigo Honduras leads in 8 of 8 \$APPEALS dimensions and trails in 0. 3 customer segments identified.

Finding	影响
Honduras telecom market totals HNL 8,300M in quarterly revenue; competitive strengths in Availability, Social/Brand; Market outlook is favorable with more opportunities than threats.	
Market outlook: favorable	
3 customer segments identified	

### 看三：看竞争

**Net assessment: #1 of 3 operators in a medium-intensity market. Strongest force: existing competitors. Key differentiators: Brand Strength: score 83 (market avg 68), Customer Service: score 70 (market avg 59).**

Finding	影响
In a 3-player market with medium competition intensity, Tigo Honduras leads with 57% revenue share. Target operator holds 57% share. Strongest competitive force: Existing Competitors.	
Competition intensity: medium	
2 competitor deep dives completed	

### 看四：看自己

**Net assessment: Overall stable operator. EBITDA margin 45.0%. 0 of 5 segments rated 'strong'. Key challenge: 5G coverage gap at only 0.0%.**

Finding	影响
Ranked #1 of 3 operators in market; revenue HNL 4,760M; EBITDA margin 45.0%; stable but facing challenges; key strength: Brand Strength; key challenge: 5G coverage gap at only 0.0%; Management outlook: Honduras mobile growth driven by data monetization and prepaid-to-postpaid migration	
Health rating: stable	

### 资费分析

**Net assessment: Tariff analysis available**

### SWOT综合分析

**Net assessment: S:12/W:3/O:5/T:5 — Offensive (SO-dominant). Strengths outweigh weaknesses, opportunities outweigh threats.**

Finding	影响
SWOT analysis identifies 12 strengths, 3 weaknesses, 5 opportunities, and 5 threats. The recommended strategic posture is offensive (SO-dominant).	
S:12 W:3 O:5 T:5	Balance: S>W, T>O

看五：看机会（SPAN）

Net assessment: 24 opportunities mapped: 14 grow/invest, 3 acquire skills, 4 harvest, 3 avoid/exit. Focus resources on the 14 grow/invest items.

Finding	影响
SPAN matrix positions 24 opportunities: 14 grow/invest, 3 acquire skills, 4 harvest, 3 avoid/exit. Focus resources on the 14 grow/invest items for maximum strategic impact.	
14/24 (58%) in Grow/Invest	有利 opportunity landscape

3. "主导领导者" — 核心诊断

The single most important finding across all Five Looks is Tigo Honduras's "Dominant Leader" positioning.

This is not a temporary market condition — it is a structural competitive problem that manifests in every dimension:

- The escape routes** (not mutually exclusive):
- 1. Leverage Brand Strength for Regulatory Environment
  - 2. Leverage Customer Service for Digital Strategy Alignment
  - 3. Leverage Digital Experience for Tigo Honduras 营收增长 7.2% YoY

Dimension	Claro Hn	Digicel Hn	Tigo Honduras
营收	L2,810M	L730M	L4,760M
Revenue Growth	+4.7%	-5.6%	+7.3%
Ebitda Margin	32.0%	22.6%	45.0%
用户数	4,410K	1,660K	6,500K
Arpu	L51.00	L36.70	L46.90
Churn	2.8%	4.4%	2.6%
5G Coverage	0.0%	0.0%	0.0%

4. 战略优先级（汇总）

Across all analyses, 5 strategic priorities emerge consistently:

## Priority 1: Close 5G 覆盖率 Gap (生存级)

Aspect	Detail
Current capability	5G coverage gap at only 0.0%
Time window	1-2 years
Approach	Targeted investment to close gap in 5G Coverage

## Priority 2: Tigo Honduras 营收增长 7.2% YoY (生存级)

Aspect	Detail
Addressable market	N/A
Approach	Tigo Honduras 营收增长 7.2% YoY

## Priority 3: Digicel Honduras revenue decline 5.2% YoY (生存级)

Aspect	Detail
Addressable market	N/A
Approach	Digicel Honduras revenue decline 5.2% YoY

## Priority 4: Tigo Honduras expands HFC network to secondary ... (战略级)

Aspect	Detail
Addressable market	N/A
Approach	Tigo Honduras expands HFC network to secondary cities

## Priority 5: Deploy 5G SA & Network Slicing (战略级)

Aspect	Detail
Addressable market	N/A
Approach	Technology trend: 5G SA enabling network slicing and enterprise services

## 5. 战略禁区

Equally important — strategic traps to avoid:

Trap	Why It's Tempting	Why It's Wrong
<b>Delay core transformation</b>	Current performance is adequate	Key weakness: 5G coverage gap at only 0.0%; delay compounds disadvantage

## 6. 时间线与节奏

### SHORT-TERM (6-18 months)

- Close 5G Coverage Gap

### MEDIUM-TERM (2-3 years)

- Tigo Honduras 营收增长 7.2% YoY
- Digicel Honduras revenue decline 5.2% YoY
- Tigo Honduras expands HFC network to secondary ...
- Deploy 5G SA & Network Slicing

## 7. 风险/收益摘要

### 7.1 乐观情景（执行到位）

**Scenario:** Execute all 5 strategic priorities successfully

**Revenue impact:** +10-16% over 5 years

**Conditions:** Full execution of P0 opportunities, favorable market conditions

### 7.2 悲观情景（未能执行）

**Scenario:** No strategic execution; continue current trajectory

**Revenue impact:** -6-12% over 5 years

**Conditions:** Structural decline in core segments, competitor gains

### 7.3 基准情景

**Scenario:** Execute 2-3 of 5 priorities; moderate improvement

**Revenue impact:** +3-6% over 5 years

7.4 综合评估

Scenario	Revenue Delta	Investment	Net Value
Execute priorities	+10-16% over 5 years	Investment required	正面 net value
Do nothing	-6-12% over 5 years	€0	Structural decline

The asymmetry is clear: the downside of inaction exceeds the net cost of action.

8. 成功指标仪表盘

KPI	当前	12-Month	3-Year	5-Year
Mobile revenue	L3,050M	—	—	增长
Fixed Broadband revenue	L1,250M	—	—	增长
B2B revenue	L230M	—	—	增长

Honduran 电信宏观趋势 — PEST深度分析  
(CQ4\_2025)

Data basis: PEST framework | 10 macro factors | CQ4\_2025 market data | Regulatory/event intelligence | Industry lifecycle assessment



# 1. 行业全景概览

## 1.1 市场基本面

指标	值	评估
Market size	HNL 8.3B (quarterly, CQ4_2025)	Market scale
YoY growth	+2.5% YoY (CQ2_2025 -> CQ4_2025)	
Profit trend	稳定 (industry EBITDA margin ~38.6%)	Market structure
Concentration	CR4 = 100% (Tigo Honduras: 57.3%, Claro Honduras: 33.9%, Digicel Honduras: 8.8%)	
Lifecycle stage	Late_Growth	

**Key insight:** The market is in the **late\_growth** phase.

## 1.2 行业生命周期 — 影响分析

- Being in the **late\_growth** phase means:
- Network quality and coverage breadth
  - Convergent (FMC) bundling strategy
  - B2B/ICT capabilities for enterprise growth
  - Operational efficiency (OPEX/revenue ratio)

# 2. PEST分析 — 完整评估

## 2.1 PEST总体形势

Dimension	# Factors	Opportunities	Threats	Net Assessment
Political	2	2	1	有利
Economic	3	1	2	Slight headwind
Social	2	2	1	有利
Technology	3	3	1	Strongly favorable
Total	10	8	5	Net favorable (8 opps vs 5 threats)

**Overall weather:** Sunny — Mostly favorable: 8/10 factors present opportunities

### 3. 政治因素 — 监管与政策

#### 3.1 监管环境

因素	Detail
Severity	高
趋势	稳定
Impact type	Both
Time horizon	中 Term

**Current status:** CONATEL oversight; 频谱分配 pending; limited net neutrality

**Industry impact:** Regulatory framework shapes competitive dynamics and investment requirements

**Company impact:** Compliance requirements and spectrum policies directly affect Tigo Honduras

- Macro data: CONATEL oversight; 频谱分配 pending; limited net neutrality

#### 3.2 国家数字化战略

因素	Detail
Severity	高
趋势	Improving
Impact type	机会
Time horizon	中 Term

**Current status:** Honduras Digital agenda; rural connectivity focus; mobile broadband priority

**Industry impact:** Policy targets create both mandate and subsidy opportunities for network operators

**Company impact:** Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access

- Digital strategy: Honduras Digital agenda; rural connectivity focus; mobile broadband priority

## 4. 经济因素 — 宏观逆风

### 4.1 GDP增长

因素	Detail
Severity	高
趋势	稳定
Impact type	机会
Time horizon	Short Term

**Current status:** GDP growth at 3.2%

**Industry impact:** Strong GDP growth boosts both consumer and enterprise spending

**Company impact:** Supported 营收增长 for Tigo Honduras

- GDP growth: 3.2%

### 4.2 通胀

因素	Detail
Severity	高
趋势	稳定
Impact type	威胁
Time horizon	Short Term

**Current status:** Inflation at 5.8%

**Industry impact:** Inflation affects both OPEX (energy, wages) and consumer willingness to pay

**Company impact:** OPEX pressure for Tigo Honduras

- Inflation: 5.8%

## 4.3 失业率

因素	Detail
Severity	中
趋势	稳定
Impact type	威胁
Time horizon	Short Term

**Current status:** Unemployment at 8.5%

**Industry impact:** Unemployment affects consumer spending power and enterprise IT budgets

**Company impact:** Consumer segment sensitivity for Tigo Honduras

- Unemployment: 8.5%

## 5. 社会因素 — 消费行为变迁

### 5.1 5G普及率

因素	Detail
Severity	高
趋势	稳定
Impact type	机会
Time horizon	中 Term

**Current status:** 5G adoption at 0.0% of mobile subscribers

**Industry impact:** 增长中 5G adoption validates network investment and enables new use cases

**Company impact:** 5G adoption growth supports premium pricing and new service revenue for Tigo Honduras

- 5G adoption: 0.0%

## 5.2 光纤宽带渗透率

因素	Detail
Severity	高
趋势	稳定
Impact type	Both
Time horizon	中 Term

**Current status:** Fiber penetration at 2.0%

**Industry impact:** 增长中 fiber adoption accelerates fixed broadband technology transition from copper/cable

**Company impact:** Fiber migration presents both investment challenge and growth opportunity for Tigo Honduras

- Fiber penetration: 2.0%

## 6. 技术因素 — 转型议程

### 6.1 5G网络演进

因素	Detail
Severity	高
趋势	稳定
Impact type	机会
Time horizon	中 Term

**Current status:** 5G in early deployment phase (0.0% adoption)

**Industry impact:** 5G enables network slicing, enterprise services, and FWA -- new revenue streams

**Company impact:** 5G network capabilities are key competitive differentiator for Tigo Honduras

- 5G adoption: 0.0%

## 6.2 光纤/FTTH部署

因素	Detail
Severity	高
趋势	Improving
Impact type	Both
Time horizon	Long Term

**Current status:** Fiber penetration at 2.0%, indicating ongoing network modernization

**Industry impact:** Fiber replaces copper/cable as the fixed broadband standard, requiring massive CAPEX

**Company impact:** Fiber strategy (build vs buy vs partner) is a critical decision for Tigo Honduras

- Fiber penetration: 2.0%

## 6.3 Tigo Honduras expands HFC network to secondary cities

因素	Detail
Severity	中
趋势	Uncertain
Impact type	机会
Time horizon	Short Term

**Current status:** Cable broadband and TV expansion reaching 900K homes passed

**Company impact:** Tigo Honduras expands HFC network to secondary cities strengthens Tigo Honduras 竞争地位 and market presence

## 价值转移与新兴模式

### 价值迁移图谱

- Value shifting from voice/SMS to data and digital services
- B2B/ICT growing faster than consumer segment
- Fiber displacing copper and cable broadband

## 新商业模式

- FWA (Fixed Wireless Access) as fiber alternative
- Network-as-a-Service for enterprise verticals
- Wholesale/MVNO partnerships for coverage monetization

## 技术革命

- 5G SA enabling network slicing and enterprise services
- AI/ML for network optimization and 客户体验
- Open RAN for vendor diversification and cost reduction

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## Impact Assessment & 综合评估

**Key message:** Macro environment: 有利. Key opportunities: Regulatory Environment, National Digital Strategy. Key risks: Regulatory Environment, Inflation Industry is in late growth phase. (+2.5% YoY (CQ2\_2025 -> CQ4\_2025))

**Net assessment:** 有利 macro environment in a late\_growth market (+2.5% YoY (CQ2\_2025 -> CQ4\_2025) YoY). 2 policy opportunities vs 1 policy threats.

## 政策机遇

- Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras
- National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access

## 政策威胁

- Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras

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## 市场与客户分析 — \$APPEALS框架 (CQ4\_2025)

**Protagonist:** Tigo Honduras

**Framework:** \$APPEALS (Availability, Price, Performance, Ease of Use, Assurances, Lifecycle Cost, Social Responsibility)

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## 1. 市场概览

指标	值
Calendar Quarter	CQ4_2025
Total Revenue	L8,300M
Total Mobile Subscribers K	12,570K
Total Broadband Subscribers K	740K
Market Shares	Tigo Honduras: 57.3%; Claro Honduras: 33.9%; Digicel Honduras: 8.8%
Penetration Rates	Mobile Penetration Pct: 120.9; Broadband Penetration Pct: 7.1
Operator Count	3

Market outlook: 有利

## 2. 市场事件与竞争情报

Type	描述	影响	Severity	来源
Pricing	Tigo Honduras 营收增长 7.2% YoY	机会	中	Peer Driven
Pricing	Digicel Honduras revenue decline 5.2% YoY	机会	中	Peer Driven
Merger	Digicel Honduras continues subscriber decline	威胁	中	Peer Driven
Technology	Tigo Honduras expands HFC network to secondary cities	机会	中	External Player Driven



### 3. 客户细分

细分市场	Type	Size	增长	Our Share
Consumer Prepaid Mass	Consumer		稳定	
Consumer Urban	Consumer		稳定	
Enterprise	Enterprise		稳定	

#### Segment: Consumer Prepaid Mass

- **Unmet needs:** Affordable data bundles for low income; Rural connectivity
- **Pain points:** Limited coverage outside major cities; Expensive data relative to income
- **Decision factors:** Price; Coverage; Social media access

#### Segment: Consumer Urban

- **Unmet needs:** Faster mobile broadband; Home internet bundles
- **Pain points:** Network quality issues; Limited plan variety
- **Decision factors:** Speed; Data volume; Device offers

#### Segment: Enterprise

- **Unmet needs:** Enterprise-grade connectivity; Managed IT services
- **Pain points:** Limited B2B solutions; Unreliable infrastructure
- **Decision factors:** Reliability; Price; Support quality

## 4. \$APPEALS评估

Dimension	Tigo Honduras	Claro Hn	Digicel Hn	优先级
Price	0.0	—	—	关键
Availability	4.0	3.6	2.1	关键
Packaging	0.0	—	—	Important
Performance	3.8	3.4	2.0	关键
Ease of Use	3.5	3.2	2.1	Important
Assurances	3.1	2.8	1.2	Important
Lifecycle Cost	0.0	—	—	Important
Social/Brand	4.2	3.8	2.2	Nice_To_Have

### 差距分析

Dimension	Tigo Honduras	Leader	Gap	状态	Analysis
Price	0.0	0.0	+0.0	Parity	No competitor data available for Price
Availability	4.0	3.6	+0.4	Leading	Market leader in Availability (score 4.0/5.0)
Packaging	0.0	0.0	+0.0	Parity	No competitor data available for Packaging
Performance	3.8	3.4	+0.4	Leading	Market leader in Performance (score 3.8/5.0)
Ease of Use	3.5	3.2	+0.3	Leading	Market leader in Ease of Use (score 3.5/5.0)
Assurances	3.1	2.8	+0.3	Leading	Market leader in Assurances (score 3.1/5.0)
Lifecycle Cost	0.0	0.0	+0.0	Parity	No competitor data available for Lifecycle Cost
Social/Brand	4.2	3.8	+0.4	Leading	Market leader in Social/Brand (score 4.2/5.0)

## 5. 客户价值迁移

Value migration is mixed: some segments trending up while price-sensitive segments face pressure. Differentiated strategy by segment recommended.

## 6. 机会 & 威胁 Summary

### 机会

机会	影响	Severity
Tigo Honduras 营收增长 7.2% YoY	Year-over-year growth indicates sustained growth trajectory	中
Digicel Honduras revenue decline 5.2% YoY	Year-over-year decline indicates structural challenge	中
Tigo Honduras expands HFC network to secondary cities	Cable broadband and TV expansion reaching 900K homes passed	中

### 威胁

威胁	影响	Severity
Digicel Honduras continues subscriber decline	Third consecutive quarter of subscriber losses, market exit rumors	中

**Key message:** Honduras telecom market totals HNL 8,300M in quarterly revenue; competitive strengths in Availability, Social/Brand; Market outlook is favorable with more opportunities than threats.

**Net assessment:** Tigo Honduras leads in 8 of 8 \$APPEALS dimensions and trails in 0. 3 customer segments identified.

## 资费深度分析 (CQ4\_2025)

# 竞争分析 — 波特五力 + 竞争对手深入分析

## (CQ4\_2025)

**Protagonist:** Tigo Honduras

**Framework:** Porter's Five Forces + Individual Competitor Profiles

### 1. 市场结构概览

指标	值
Number of operators	3
Market structure	3-operator oligopoly
Competition intensity	中
Target position	#1 by revenue

The market comprises 3 active operators: Claro Honduras, Digicel Honduras, Tigo Honduras. Overall competition intensity is assessed as medium. Revenue ranking: Tigo Honduras (4,760M), Claro Honduras (2,810M), Digicel Honduras (730.0M). Five Forces: Existing Competitors: high; New Entrants: low; Substitutes: high; Supplier Power: medium; Buyer Power: high.

### 2. 五力分析

力量	Level	Key Drivers
Existing Competitors	高	Number of competitors; Market concentration; Growth rate disparity
Threat of New Entrants	低	Entry barriers
Threat of Substitutes	高	OTT messaging replaces SMS/voice; Streaming replaces linear TV/ IPTV; Wi-Fi offload reduces cellular dependency
Supplier Bargaining Power	中	Network equipment vendor concentration; Semiconductor supply chain; Tower infrastructure
Buyer Bargaining Power	高	Consumer churn rates; Postpaid contract mix; Individual consumer bargaining power

## 现有竞争者

因素	描述	影响	趋势
Number of competitors	3 active operators in the market	medium	stable
Market concentration	Top operator holds 57% of market revenue (total: HNL 8,300M)	high	stable
Growth rate disparity	Service 营收增长 ranges from -5.6% to +7.3% (spread: 12.9pp)	high	increasing
Margin pressure	Average EBITDA margin: 33.2%	medium	stable

### Implications:

- Market is concentrated with top player at 57% revenue share.

## 新进入者威胁

因素	描述	影响	趋势
Entry barriers	高 barriers: spectrum licensing, massive capex for network build, regulatory approvals, established brand loyalty	high	stable

### Implications:

- 高 entry barriers (spectrum, capex, regulation) limit new competitors, but determined entrants with deep pockets can still disrupt.

## 替代品威胁

因素	描述	影响	趋势
OTT messaging replaces SMS/voice	WhatsApp, Signal, Teams replacing traditional voice/SMS revenue. OTT messaging penetration continues to grow.	high	increasing
Streaming replaces linear TV/IPTV	Netflix, Disney+, YouTube Premium substituting traditional TV/cable TV subscriptions.	medium	increasing
Wi-Fi offload reduces cellular dependency	Public and private Wi-Fi networks reduce reliance on mobile data, especially in urban areas.	low	stable
Cloud services substitute enterprise ICT	AWS, Azure, GCP offering direct enterprise connectivity, reducing operator B2B ICT revenue opportunity.	medium	increasing

**Implications:**

- OTT services continue to erode traditional voice/SMS revenue; operators must pivot toward data, connectivity, and digital services.
- Streaming substitution pressures TV/IPTV bundling strategies; operators should focus on aggregation and super-bundling.

**Supplier Bargaining Power**

因素	描述	影响	趋势
Network equipment vendor concentration	Oligopoly of 3 major vendors (Huawei, Ericsson, Nokia). Limited alternatives increase supplier leverage on pricing and technology roadmaps.	high	stable
Semiconductor supply chain	Chip supply constraints can create bottlenecks for both network equipment and consumer devices.	medium	stable
Tower infrastructure	Independent tower companies (e.g., Vantage Towers, GD Towers) have pricing power for site rentals and co-location.	medium	increasing
Fiber infrastructure suppliers	Fiber cable and deployment contractors influence capex for FTTH rollout programs.	medium	stable

**Implications:**

- Vendor oligopoly limits negotiation leverage; multi-vendor strategies and Open RAN initiatives can help diversify supply.
- Tower company independence increases site rental costs; operators should evaluate infrastructure-sharing arrangements.

Buyer Bargaining Power

因素	描述	影响	趋势
Consumer churn rates	Average mobile churn: 3.27%/month. 高est: 4.40% indicating high willingness to switch.	high	stable
Postpaid contract mix	Average postpaid ratio: 13%. Moderate contract lock-in moderately constrains buyer mobility.	medium	stable
Individual consumer bargaining power	Individual consumers have low bargaining power, but low switching costs (number portability, short contracts) mean they vote with their feet.	medium	increasing
Enterprise customer concentration	Large enterprise customers have significant bargaining power through multi-vendor strategies and competitive tenders.	high	stable
Regulatory protection for buyers	EU regulations support number portability, contract transparency, and maximum contract lengths, enhancing consumer switching ability.	medium	increasing

Implications:

- Enterprise customers can leverage multi-vendor strategies; differentiation through service quality and SLAs is critical.
- 低 switching costs and regulatory support for portability mean operators must compete on value, not lock-in.

### 3. 竞争对手深入分析

#### Claro Hn

##### 财务与用户概况

指标	值
营收	L2,810M
Service Revenue	L2,660M
Service Revenue Growth Pct	4.7%
Ebitda	L900M
Ebitda Margin Pct	32.0%
Ebitda Growth Pct	N/A
Capex	L435M
Capex To Revenue Pct	15.5%
Mobile Total K	4,410K
Mobile Postpaid K	670K
Mobile Net Adds K	30K
Mobile Churn Pct	2.8%
Mobile Arpu	L51.00
Broadband Total K	215K
Broadband Fiber K	38K
Broadband Net Adds K	N/A
Tv Total K	90K
Mobile Trend	growing
Broadband Trend	growing
Arpu Trend	growing

**Growth strategy:** Revenue-led profitable growth; subscriber acquisition focus

**Business model:** Mobile-centric with fixed complement; service-revenue dominant; moderate-margin profile



## 网络状况

- **Status:** data\_available
- **Five G Coverage Pct:** 0.0%
- **Four G Coverage Pct:** 68.0%
- **Fiber Homepass K:** 250K
- **Cable Homepass K:** N/A
- **Cable Docsis31 Pct:** N/A
- **Technology Mix:** Mobile Vendor: Ericsson/Nokia; Spectrum Mhz: 100

**Product portfolio:** Mobile (postpaid + prepaid); Fixed broadband (incl. fiber/FTTH); TV/Video

**Core control points:** Own fiber infrastructure (250k homes)

**Ecosystem partners:** Network vendor: Ericsson/Nokia

**Organization:** CEO: Roberto Sandoval (America Movil Central America)

## 优势与劣势

Strengths	Weaknesses
Brand Strength: score 75 (market avg 68)	
Customer Service: score 65 (market avg 59)	
Distribution: score 75 (market avg 70)	
Enterprise Solutions: score 55 (market avg 47)	
Innovation: score 58 (market avg 53)	

## Implications for Tigo Honduras

- **Threat:** Claro Honduras's growing revenue indicates competitive pressure; they are capturing market value.
- **Action:** Monitor pricing and go-to-market strategies.
- **Learning:** Claro Honduras excels in: Brand Strength, Customer Service, Distribution. Study their approach for best practices.
- **Action:** Benchmark Claro Honduras's practices in Brand Strength, Customer Service, Distribution.

### Likely future actions:

- Claro Honduras is likely to continue aggressive network expansion (capex/revenue at 16% with growing revenue).
- Claro Honduras is likely to continue 市场份额 expansion in mobile, leveraging positive subscriber momentum.

## Digicel Hn

### 财务与用户概况

指标	值
营收	L730M
Service Revenue	L670M
Service Revenue Growth Pct	-5.6%
Ebitda	L165M
Ebitda Margin Pct	22.6%
Ebitda Growth Pct	N/A
Capex	L65M
Capex To Revenue Pct	8.9%
Mobile Total K	1,660K
Mobile Postpaid K	166K
Mobile Net Adds K	-20K
Mobile Churn Pct	4.4%
Mobile Arpu	L36.70
Broadband Total K	N/A
Broadband Fiber K	N/A
Broadband Net Adds K	N/A
Tv Total K	N/A
Mobile Trend	declining
Arpu Trend	declining

**Growth strategy:** Defensive cost restructuring; ARPU-led value strategy

**Business model:** Mobile-only operator; service-revenue dominant; low-margin / scale-focused

### 网络状况

- **Status:** data\_available
- **Five G Coverage Pct:** 0.0%
- **Four G Coverage Pct:** 40.0%

- **Fiber Homepass K:** N/A
- **Cable Homepass K:** N/A
- **Cable Docsis31 Pct:** N/A
- **Technology Mix:** Mobile Vendor: Huawei/ZTE; Spectrum Mhz: 50

**Product portfolio:** Mobile (postpaid + prepaid)

**Ecosystem partners:** Network vendor: Huawei/ZTE

**Organization:** CEO: Mario Castillo (Digicel Group regional management)

**Key problems:**

- Competitive gap in Brand Strength
- Competitive gap in Customer Service
- Competitive gap in Digital Experience
- Competitive gap in Distribution
- Competitive gap in Enterprise Solutions

**优势与劣势**

Strengths	Weaknesses
	Brand Strength: score 45 (market avg 68)
	Customer Service: score 42 (market avg 59)
	Digital Experience: score 38 (market avg 55)
	Distribution: score 50 (market avg 70)
	Enterprise Solutions: score 25 (market avg 47)

**Implications for Tigo Honduras**

- **Opportunity:** Digicel Honduras is weak in: Brand Strength, Customer Service, Digital Experience. Target can differentiate in these dimensions.
- **Action:** Invest in Brand Strength, Customer Service, Digital Experience to capture customers dissatisfied with Digicel Honduras.

**Likely future actions:**

- Digicel Honduras may pursue cost optimization or strategic pivot given declining revenue trend.
- Digicel Honduras will need significant network investment (coverage score: 42/100).

## 4. 跨运营商对比仪表盘

指标	Claro Hn	Digicel Hn	Tigo Honduras
Revenue	L2,810M	L730M	L4,760M
Revenue Growth	+4.7%	-5.6%	+7.3%
Ebitda Margin	32.0%	22.6%	45.0%
Subscribers	4,410K	1,660K	6,500K
Arpu	L51.00	L36.70	L46.90
Churn	2.8%	4.4%	2.6%
5G Coverage	0.0%	0.0%	0.0%

## 5. Competitive Dynamics

The market comprises 3 active operators: Claro Honduras, Digicel Honduras, Tigo Honduras. Overall competition intensity is assessed as medium. Revenue ranking: Tigo Honduras (4,760M), Claro Honduras (2,810M), Digicel Honduras (730.0M). Five Forces: Existing Competitors: high; New Entrants: low; Substitutes: high; Supplier Power: medium; Buyer Power: high.

**Key message:** In a 3-player market with medium competition intensity, Tigo Honduras leads with 57% revenue share. Target operator holds 57% share. Strongest competitive force: Existing Competitors.

**Net assessment:** #1 of 3 operators in a medium-intensity market. Strongest force: existing competitors. Key differentiators: Brand Strength: score 83 (market avg 68), Customer Service: score 70 (market avg 59).

## 6. 竞争风险登记册

来源	风险	Suggested Action
Claro Hn	Claro Honduras's growing revenue indicates competitive pressure; they are capturing market value.	Monitor pricing and go-to-market strategies.

# Self Analysis — Tigo Honduras (CQ4\_2025)

**Framework:** Business Model Canvas (BMC) + Capability Assessment

**Health rating:** 稳定

## 1. Financial Health Dashboard

KPI	值
Total Revenue	L4,760M
Service Revenue	L4,530M
Ebitda	L2,140M
Ebitda Margin Pct	45.0%
Net Income	N/A
Capex	L715M
Capex To Revenue Pct	15.0%
Opex	N/A
Employees	2,950
Revenue Qoq Pct	1.7%
Revenue Yoy Pct	7.2%
Ebitda Qoq Pct	1.7%
Ebitda Growth Pct	7.0%
Service Revenue Growth Pct	7.3%

### Revenue Trends (Recent Quarters)

Mobile	2900.0 → 2950.0 → 3000.0 → 3050.0
Fixed Broadband	1170.0 → 1200.0 → 1230.0 → 1250.0
B2B	230.0 → 230.0 → 230.0 → 230.0
TV/Convergence	None → None → None → None
Wholesale	None → None → None → None

## 2. Revenue Breakdown

细分市场	营收	Share
Mobile Service Revenue	L3,050M	64.1%
Fixed Service Revenue	L1,250M	26.3%
B2B Revenue	L230M	4.8%
Other Revenue	L230M	4.8%
<b>Total</b>	<b>L4,760M</b>	<b>100.0%</b>

## 3. Business Segment Deep Dives

细分市场	营收	Health	Action Required
Mobile	L3,050M	稳定	GROW: Improving trajectory — consider incremental investment
Fixed Broadband	L1,250M	稳定	GROW: Improving trajectory — consider incremental investment
B2B	L230M	稳定	GROW: Improving trajectory — consider incremental investment
TV/Convergence	—	稳定	GROW: Improving trajectory — consider incremental investment
Wholesale	—	稳定	MAINTAIN: 稳定 performance — optimize current operations

## 细分市场：移动 [稳定]

指标	值
Mobile Service Revenue	L3,050M
Mobile Service Growth %	7.0%
Mobile Total (K)	6,500K
Mobile Postpaid (K)	980K
Mobile Prepaid (K)	5,520K
Mobile Net Adds (K)	100K
Mobile Churn %	2.6%
Mobile ARPU	L46.90
IoT Connections (K)	N/A

## 变化

指标	当前	Previous	方向	Significance
revenue	3050.0	3000.0	Improving	Minor
subscribers	6500.0	6400.0	Improving	Minor
arpu	46.9	46.9	稳定	Minor

## 归因分析

- **Management Explanation** (high): Honduras mobile growth driven by data monetization and prepaid-to-postpaid migration

**Key message:** Mobile service revenue at 3,050M; up 7.0% YoY; ARPU 46.9

**Action required:** GROW: Improving trajectory — consider incremental investment

## 细分市场：固定宽带 [稳定]

指标	值
Fixed Service Revenue	L1,250M
Fixed Service Growth %	9.6%
Broadband Total (K)	525K
Broadband Net Adds (K)	15K
Broadband Cable (K)	430K
Broadband Fiber (K)	65K
Broadband Dsl (K)	N/A
Broadband ARPU	N/A

## 变化

指标	当前	Previous	方向	Significance
revenue	1250.0	1230.0	Improving	Minor
subscribers	525.0	510.0	Improving	Moderate
arpu			稳定	Minor

## 归因分析

- **Management Explanation** (high): Cable TV and broadband remain key growth drivers, expanding to secondary cities
- **Market Change** (medium): Tigo Honduras expands HFC network to secondary cities
- **Product Change** (high): subscribers increased 2.9% QoQ

**Key message:** Fixed service revenue 1,250M; growth +9.6% YoY; Fiber subs 65K

**Action required:** GROW: Improving trajectory — consider incremental investment



## 细分市场：B2B [稳定]

指标	值
B2B Revenue	L230M
B2B Growth %	N/A
B2B Customers (K)	37K
B2B Share Of Revenue %	4.8%

## 变化

指标	当前	Previous	方向	Significance
revenue	230.0	230.0	稳定	Minor
customers	37.0	36.0	Improving	Moderate

## 归因分析

- **Product Change** (high): customers increased 2.8% QoQ

**Key message:** B2B revenue 230.0M; 4.8% of total revenue

**Action required:** GROW: Improving trajectory — consider incremental investment

## 细分市场：TV/融合 [稳定]

指标	值
TV Revenue	N/A
TV Total (K)	420K
TV Net Adds (K)	N/A
FMC Total (K)	N/A
FMC Penetration %	N/A

## 变化

指标	当前	Previous	方向	Significance
revenue			稳定	Minor
subscribers	420.0	410.0	Improving	Moderate
fmc_subscribers			稳定	Minor

## 归因分析

- **Management Explanation** (high): Cable TV and broadband remain key growth drivers, expanding to secondary cities
- **Market Change** (medium): Tigo Honduras expands HFC network to secondary cities
- **Product Change** (high): subscribers increased 2.4% QoQ

**Key message:** TV subscribers 420K

**Action required:** GROW: Improving trajectory — consider incremental investment

## 细分市场：批发 [稳定]

指标	值
Wholesale Revenue	N/A
Wholesale Share Of Revenue %	N/A

## 变化

指标	当前	Previous	方向	Significance
revenue			稳定	Minor

**Key message:** Insufficient data for wholesale assessment

**Action required:** MAINTAIN: 稳定 performance — optimize current operations

## 4. 网络评估

### 技术组合

Technology	Detail
Mobile Vendor	Ericsson
Spectrum Mhz	120
Core Vendor	Ericsson

### 覆盖率

Technology	Coverage
5G	0.0%
4G	75.0%

### 自建 vs. 转售

Type	Detail
Own Infrastructure	cable, fiber, mobile
Summary	Fully owned mobile 4G network + HFC cable network (900K homes passed). ~95% self-built infrastructure.

### 覆盖 vs. 接入

指标	值
Fiber Homepass K	500K
Cable Homepass K	900K
Fiber Connected K	65K
Cable Connected K	430K
Fiber Penetration Pct	13.0%
Cable Penetration Pct	47.8%

## 演进战略

- **Data Signals:** Mixed fiber/cable footprint
- **Recent Tech Initiatives:** Tigo Honduras expands HFC network to secondary cities
- **Summary:** 4G LTE coverage expansion to 80%+ population; HFC upgrade to DOCSIS 3.1; fiber overlay in Tegucigalpa and San Pedro Sula.

**Investment direction:** stable

**Vs. competitors:** Fiber: 2.0x more homepass than Claro Honduras

**Consumer impact:** Early 5G coverage (0.0%); Cable-dominant broadband mix

**B2B impact:** B2B revenue share: 5%

**Cost impact:** Capex-light model (15.0%); Dual fixed-network cost (fiber + cable)

## 5. 商业模式画布

BMC Block	Components
<b>Key Partners</b>	Network equipment vendors (Ericsson, Nokia); Content providers (Netflix, Disney+); Device manufacturers (Apple, Samsung); Tower companies (Vantage Towers)
<b>Key Activities</b>	Network operations and maintenance; Customer service and support; Product development and bundling; Network expansion and modernization
<b>Key Resources</b>	Spectrum licenses; Network infrastructure (mobile, cable, fiber); Brand and customer base; IT/BSS systems
<b>Value Propositions</b>	Reliable mobile and fixed connectivity; Converged bundles (mobile + broadband + TV); Enterprise 数字化转型 solutions; Nationwide 5G coverage
<b>Customer Relationships</b>	Retail stores; Online self-service (app, website); Call center support; Dedicated enterprise account managers
<b>Channels</b>	Physical retail stores; Online shop; Wholesale/partner distribution; Enterprise direct sales
<b>Customer Segments</b>	Consumer mobile (postpaid and prepaid); Consumer broadband and TV; Small and medium enterprises; Large enterprises and public sector
<b>Cost Structure</b>	Network OPEX (maintenance, energy, leases); Spectrum acquisition costs; Personnel costs; Content and device subsidies
<b>Revenue Streams</b>	Mobile service revenue (voice, data); Fixed broadband subscriptions; TV and content subscriptions; B2B/enterprise solutions

## 6. 优势、劣势与风险敞口

### 优势

- Brand Strength: score 83 (market avg 68)
- Customer Service: score 70 (market avg 59)
- Digital Experience: score 68 (market avg 55)
- Distribution: score 85 (market avg 70)
- Enterprise Solutions: score 62 (market avg 47)
- Innovation: score 65 (market avg 53)
- Network Coverage: score 80 (market avg 65)
- Network Quality: score 76 (market avg 61)
- Strong EBITDA margin at 45.0%
- Revenue on growth trajectory
- Dominant 市场份额 at 57.3%
- Top 1 in revenue market ranking

### 劣势

- 5G coverage gap at only 0.0%

### 风险敞口

Trigger	Side Effect	Attack Vector	Severity
Political and economic instability affecting investment climate	Currency depreciation increasing equipment costs, potential regulatory uncertainty	Economic downturn reduces consumer spending on telecom services	中
Dependence on prepaid revenue in low-income market	Limited ARPU growth potential constrained by purchasing power	Economic pressure squeezes consumer telecom spending	中

## 7. 管理层与组织

### 管理团队

Name	Title	Tenure
Juan Carlos Suazo	CEO	5 years
Patricia Reyes	CFO	4 years

### 组织与文化

稳定 leadership team (avg tenure >3 years); Growth-oriented strategic posture; Market leader confidence; strong local management; Millicom operational standards; community engagement via Tigo Money.

### 管理层点评（财报电话会）

**Performance gap:** No significant performance gaps identified from available data

**Opportunity gap:** Top opportunity gaps: FTTH migration upside (fiber only 36% of homepass footprint)

**Strategic review:** Management outlook: Honduras mobile growth driven by data monetization and prepaid-to-postpaid migration. Revenue trajectory growing, margins strong (45.0%). Execution momentum positive — strengths outweigh weaknesses. Primary risk: 5G coverage gap at only 0.0%

## 8. 战略诊断摘要

**Key message:** Ranked #1 of 3 operators in market; revenue HNL 4,760M; EBITDA margin 45.0%; stable but facing challenges; key strength: Brand Strength; key challenge: 5G coverage gap at only 0.0%; Management outlook: Honduras mobile growth driven by data monetization and prepaid-to-postpaid migration

**Net assessment:** Overall stable operator. EBITDA margin 45.0%. 0 of 5 segments rated 'strong'. Key challenge: 5G coverage gap at only 0.0%.

## SWOT综合分析 — Tigo Honduras (CQ4\_2025)

**Competitive stance:** Offensive (SO-dominant)

## 1. SWOT概览

象限	Count	Key Items
Strengths	12	Brand Strength: score 83 (market avg 68), Customer Service: score 70 (market avg 59), Digital Experience: score 68 (market avg 55)
Weaknesses	3	5G coverage gap at only 0.0%, Currency depreciation increasing equipment cost..., Limited ARPU growth potential constrained by pu...
Opportunities	5	Regulatory Environment: Compliance requirements..., National Digital Strategy: Fiber/5G coverage ma..., Tigo Honduras 营收增长 7.2% YoY
Threats	5	Regulatory Environment: Compliance requirements..., Digicel Honduras continues subscriber decline, 高 existing competitors pressure

**Balance:** S > W and O > T

**Competitive stance:** Offensive (SO-dominant)

**关键 insight:** SWOT analysis identifies 12 strengths, 3 weaknesses, 5 opportunities, and 5 threats. The recommended strategic posture is offensive (SO-dominant).

## 2. 优势

1. Brand Strength: score 83 (market avg 68)
2. Customer Service: score 70 (market avg 59)
3. Digital Experience: score 68 (market avg 55)
4. Distribution: score 85 (market avg 70)
5. Enterprise Solutions: score 62 (market avg 47)
6. Innovation: score 65 (market avg 53)
7. Network Coverage: score 80 (market avg 65)
8. Network Quality: score 76 (market avg 61)
9. Strong EBITDA margin at 45.0%
10. Revenue on growth trajectory
11. Dominant 市场份额 at 57.3%
12. Top 1 in revenue market ranking

## 3. 劣势

1. 5G coverage gap at only 0.0%
2. Currency depreciation increasing equipment costs, potential regulatory uncertainty

### 3. Limited ARPU growth potential constrained by purchasing power

## 劣势交互影响

Note: Weaknesses often compound. For example, '5G coverage gap at only 0.0%' may exacerbate 'Currency depreciation increasing equipment cost...', creating a negative feedback loop.

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## 4. 机会

1. Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras
  2. National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access
  3. Tigo Honduras 营收增长 7.2% YoY
  4. Digicel Honduras revenue decline 5.2% YoY
  5. Tigo Honduras expands HFC network to secondary cities
- 

## 5. 威胁

1. Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras
2. Digicel Honduras continues subscriber decline
3. 高 existing competitors pressure
4. 高 substitutes pressure
5. 高 buyer power pressure

## 复合威胁效应

Multiple threats occurring simultaneously amplify impact. If 'Regulatory Environment: Compliance requirements...' coincides with 'Digicel Honduras continues subscriber decline', the combined pressure could force reactive rather than strategic responses.

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## 6. 策略矩阵

### SO Strategies (优势 × 机会)

Use strengths to capture opportunities — Posture: Offensive

1. Leverage 'Brand Strength: score 83 (market avg 68)' to capture the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras'.
2. Leverage 'Customer Service: score 70 (market avg 59)' to capture the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access'.
3. Leverage 'Digital Experience: score 68 (market avg 55)' to capture the opportunity of 'Tigo Honduras 营收增长 7.2% YoY'.
4. Leverage 'Distribution: score 85 (market avg 70)' to capture the opportunity of 'Digicel Honduras revenue decline 5.2% YoY'.

### WO Strategies (劣势 × 机会)

Fix weaknesses to capture opportunities — Posture: Developmental

1. Address weakness '5G coverage gap at only 0.0%' to unlock the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras'.
2. Address weakness 'Currency depreciation increasing equipment costs, potential regulatory uncertainty' to unlock the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access'.
3. Address weakness 'Limited ARPU growth potential constrained by purchasing power' to unlock the opportunity of 'Tigo Honduras 营收增长 7.2% YoY'.

### ST Strategies (优势 × 威胁)

Use strengths to counter threats — Posture: Defensive

1. Use strength 'Brand Strength: score 83 (market avg 68)' to counter the threat of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras'.
2. Use strength 'Customer Service: score 70 (market avg 59)' to counter the threat of 'Digicel Honduras continues subscriber decline'.
3. Use strength 'Digital Experience: score 68 (market avg 55)' to counter the threat of '高 existing competitors pressure'.
4. Use strength 'Distribution: score 85 (market avg 70)' to counter the threat of '高 substitutes pressure'.

## WT Strategies (劣势 × 威胁)

Minimize weaknesses and avoid threats — Posture: Survival

1. Mitigate weakness '5G coverage gap at only 0.0%' and defend against the threat of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras'.
  2. Mitigate weakness 'Currency depreciation increasing equipment costs, potential regulatory uncertainty' and defend against the threat of 'Digicel Honduras continues subscriber decline'.
  3. Mitigate weakness 'Limited ARPU growth potential constrained by purchasing power' and defend against the threat of '高 existing competitors pressure'.
- 

## 7. 战略综合

**Key message:** SWOT analysis identifies 12 strengths, 3 weaknesses, 5 opportunities, and 5 threats. The recommended strategic posture is offensive (SO-dominant).

**Competitive stance:** Offensive (SO-dominant)

This SWOT analysis reinforces the "主导领导者" central diagnosis identified across all Five Looks.

**Net assessment:** S:12/W:3/O:5/T:5 — Offensive (SO-dominant). Strengths outweigh weaknesses, opportunities outweigh threats.

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## 机会 Analysis — SPAN Matrix (CQ4\_2025)

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**Protagonist:** Tigo Honduras

**Framework:** SPAN (Strategy Positioning and Action Navigation) Matrix

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## 1. SPAN矩阵概览

象限	Count	Share	行动
Grow/Invest	14	58%	Execute aggressively — highest priority
Acquire Skills	3	12%	Build capabilities before competing
Harvest	4	17%	Extract value from declining positions
Avoid/Exit	3	12%	Do not invest — exit if possible

SPAN定位详情

机会	Mkt Attractiveness	Comp Position	象限	战略
SO-1	7.2	7.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
SO-2	7.2	7.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
SO-3	7.2	7.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
SO-4	7.2	7.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
Tigo Honduras 营收增长 7.2% YoY	6.2	7.0	Grow Invest	Invest aggressively to grow 市场份额 and reven
Digicel Honduras revenue decline 5.2% YoY	6.2	7.0	Grow Invest	Invest aggressively to grow 市场份额 and reven
Tigo Honduras expands HFC network to secondary cities	6.2	7.0	Grow Invest	Invest aggressively to grow 市场份额 and reven
5G SA enabling network slicing and enterprise services	6.9	6.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
AI/ML for network optimization and 客户体验	6.9	6.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
Open RAN for vendor diversification and cost reduction	6.9	6.5	Grow Invest	Invest aggressively to grow 市场份额 and reven
Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras	7.0	7.0	Grow Invest	Invest aggressively to grow 市场份额 and reven
National Digital Strategy: Fiber/ 5G coverage mandates may require Tigo Honduras	7.0	7.0	Grow Invest	Invest aggressively to grow 市场份额 and reven

机会	Mkt Attractiveness	Comp Position	象限	战略
investment but also enable subsidy acces				
Exploit Digicel Hn weakness: Brand Strength: score 45 (market avg 68)	6.7	6.2	Grow Invest	Invest aggressively to grow 市场份额 and reven
Exploit Digicel Hn weakness: Customer Service: score 42 (market avg 59)	6.7	6.2	Grow Invest	Invest aggressively to grow 市场份额 and reven
WO-1	6.8	3.0	Acquire Skills	Build missing capabilities before committing major
WO-2	6.8	3.0	Acquire Skills	Build missing capabilities before committing major
WO-3	6.8	3.0	Acquire Skills	Build missing capabilities before committing major
ST-1	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
ST-2	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
ST-3	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
ST-4	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
WT-1	2.5	3.0	Avoid Exit	Consider exit or minimal maintenance investment.
WT-2	2.5	3.0	Avoid Exit	Consider exit or minimal maintenance investment.
WT-3	2.5	3.0		

机会	Mkt Attractiveness	Comp Position	象限	战略
			Avoid Exit	Consider exit or minimal maintenance investment.

## 2. Grow/Invest 机会

Execute aggressively — highest priority

### 1. Leverage Brand Strength → 监管环境

Leverage 'Brand Strength: score 83 (market avg 68)' to capture the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras'.

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

### 2. Leverage Customer Service → 国家数字化战略

Leverage 'Customer Service: score 70 (market avg 59)' to capture the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access'.

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

### 3. Leverage Digital Experience → Tigo Honduras 营收增长 7.2% YoY

Leverage 'Digital Experience: score 68 (market avg 55)' to capture the opportunity of 'Tigo Honduras 营收增长 7.2% YoY'.

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

#### 4. Leverage Distribution → Digicel Honduras revenue decline 5.2% Yo...

Leverage 'Distribution: score 85 (market avg 70)' to capture the opportunity of 'Digicel Honduras revenue decline 5.2% YoY'.

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

#### 5. Tigo Honduras 营收增长 7.2% YoY

Tigo Honduras 营收增长 7.2% YoY

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: market\_opportunity, pricing

#### 6. Digicel Honduras revenue decline 5.2% YoY

Digicel Honduras revenue decline 5.2% YoY

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: market\_opportunity, pricing



## 7. Tigo Honduras expands HFC network to secondary cities

Tigo Honduras expands HFC network to secondary cities

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: market\_opportunity, technology

## 8. 5G SA enabling network slicing and enterprise services

Technology trend: 5G SA enabling network slicing and enterprise services

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: trend\_technology

## 9. AI/ML for network optimization and 客户体验

Technology trend: AI/ML for network optimization and 客户体验

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: trend\_technology

## 10. Open RAN for vendor diversification and cost reduction

Technology trend: Open RAN for vendor diversification and cost reduction

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: trend\_technology

## 11. 监管环境: Compliance requirements and spectrum polici...

Policy opportunity: Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: trend\_policy\_opportunity

## 12. 国家数字化战略: Fiber/5G coverage mandates may require t...

Policy opportunity: National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: trend\_policy\_opportunity

## 13. Exploit Digicel Hn weakness: Brand Strength: score 45 (market avg 68)

Competitor Digicel Hn is weak in: Brand Strength: score 45 (market avg 68)

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: competitor\_weakness, Digicel Hn

## 14. Exploit Digicel Hn weakness: Customer Service: score 42 (market avg...

Competitor Digicel Hn is weak in: Customer Service: score 42 (market avg 59)

Aspect	Detail
优先级	P0
Rationale	Quadrant: grow_invest

Derived from: competitor\_weakness, Digicel Hn

### 3. Acquire Skills 机会

Build capability before competing

#### 1. Address 5G coverage gap at only 0.0% → 监管环境

Address weakness '5G coverage gap at only 0.0%' to unlock the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Tigo Honduras'.

Aspect	Detail
优先级	P1
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

#### 2. Address Currency depreciation increasing equipment costs, potential regulatory uncertainty → 国家数字化战略

Address weakness 'Currency depreciation increasing equipment costs, potential regulatory uncertainty' to unlock the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Tigo Honduras investment but also enable subsidy access'.

Aspect	Detail
优先级	P1
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

#### 3. Address Limited ARPU growth potential constrained by purchasing power → Tigo Honduras 营收增长 7.2% YoY

Address weakness 'Limited ARPU growth potential constrained by purchasing power' to unlock the opportunity of 'Tigo Honduras 营收增长 7.2% YoY'.

Aspect	Detail
优先级	<b>P1</b>
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

## 4. 收获 & 回避/退出

### 收获

Extract remaining value — do not invest for growth

- Defend Brand Strength → Regulatory Environment
- Defend Customer Service → Digicel Honduras continues subscriber de...
- Defend Digital Experience → 高 existing competitors pressure
- Defend Distribution → 高 substitutes pressure

### 回避/退出

No viable path — exit or do not enter

- Mitigate 5G coverage gap at only 0.0% → Regulatory Environment
- Mitigate Currency depreciation increasing equipment costs, potential regulatory uncertainty → Digicel Honduras continues subscriber de...
- Mitigate Limited ARPU growth potential constrained by purchasing power → 高 existing competitors pressure

## 5. 组合优先级排序

### P0 — 必须做（生存级）

Failure to execute threatens survival or core business

机会	Addressable Market	Time Window	Capability
Leverage Brand Strength → Regulatory Environment	N/A		
Leverage Customer Service → National Digital Strategy	N/A		
Leverage Digital Experience → Tigo Honduras 营收增长 7.2% YoY	N/A		
Leverage Distribution → Digicel Honduras revenue decline 5.2% Yo...	N/A		
Tigo Honduras 营收增长 7.2% YoY	N/A		

## P1 — 应该做（战略级）

高-impact strategic initiatives

机会	Addressable Market	Time Window	Capability
Digicel Honduras revenue decline 5.2% YoY	N/A		
Tigo Honduras expands HFC network to secondary cities	N/A		
5G SA enabling network slicing and enterprise services	N/A		
AI/ML for network optimization and 客户体验	N/A		
Open RAN for vendor diversification and cost reduction	N/A		
Regulatory Environment: Compliance requirements and spectrum polici...	N/A		
National Digital Strategy: Fiber/5G coverage mandates may require t...	N/A		
Exploit Digicel Hn weakness: Brand Strength: score 45 (market avg 68)	N/A		
Exploit Digicel Hn weakness: Customer Service: score 42 (market avg...	N/A		
Address 5G coverage gap at only 0.0% → Regulatory Environment	N/A		
Address Currency depreciation increasing equipment costs, potential regulatory uncertainty → National Digital Strategy	N/A		
Address Limited ARPU growth potential constrained by purchasing power → Tigo Honduras 营收增长 7.2% YoY	N/A		

## P2 — 可以做（机会级）

Worthwhile if resources allow

机会	Addressable Market	Time Window	Capability
Defend Brand Strength → Regulatory Environment	N/A		
Defend Customer Service → Digicel Honduras continues subscriber de...	N/A		
Defend Digital Experience → 高 existing competitors pressure	N/A		
Defend Distribution → 高 substitutes pressure	N/A		
Mitigate 5G coverage gap at only 0.0% → Regulatory Environment	N/A		
Mitigate Currency depreciation increasing equipment costs, potential regulatory uncertainty → Digicel Honduras continues subscriber de...	N/A		
Mitigate Limited ARPU growth potential constrained by purchasing power → 高 existing competitors pressure	N/A		

## 6. 财务影响评估

机会	优先级	Addressable Market
Leverage Brand Strength → Regulatory Environment	P0	N/A
Leverage Customer Service → National Digital Strategy	P0	N/A
Leverage Digital Experience → Tigo Honduras 营收增长 7.2% YoY	P0	N/A
Leverage Distribution → Digicel Honduras revenue decline 5.2% Yo...	P0	N/A
Tigo Honduras 营收增长 7.2% YoY	P0	N/A
Digicel Honduras revenue decline 5.2% YoY	P1	N/A
Tigo Honduras expands HFC network to secondary cities	P1	N/A
5G SA enabling network slicing and enterprise services	P1	N/A
AI/ML for network optimization and 客户体验	P1	N/A
Open RAN for vendor diversification and cost reduction	P1	N/A

**Bull case (full execution):** +10-16% over 5 years

**Bear case (no execution):** -6-12% over 5 years

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## 7. 战略建议

**Key message:** SPAN matrix positions 24 opportunities: 14 grow/invest, 3 acquire skills, 4 harvest, 3 avoid/exit. Focus resources on the 14 grow/invest items for maximum strategic impact.

### 近期行动（下一季度）

- **Tigo Honduras 营收增长 7.2% YoY:** Tigo Honduras 营收增长 7.2% YoY
- **Digicel Honduras revenue decline 5.2% YoY:** Digicel Honduras revenue decline 5.2% YoY
- **Tigo Honduras expands HFC network to secondary ...:** Tigo Honduras expands HFC network to secondary cities

### 中期举措（1-3年）

- **Close 5G Coverage Gap:** 5G coverage gap at only 0.0%

**Net assessment:** 24 opportunities mapped: 14 grow/invest, 3 acquire skills, 4 harvest, 3 avoid/exit. Focus resources on the 14 grow/invest items.

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## 三大决策 — 战略与执行

**Diagnosis:** 主导领导者

**Posture:** Offensive

**Direction:** As 主导领导者: defend leadership through innovation and ecosystem lock-in

### 决策一：明确战略方向

As 主导领导者: defend leadership through innovation and ecosystem lock-in



优先级	Pillar	方向	KPIs
P0	Growth Strategy	Defend leadership through ecosystem expansion in Mobile, Fixed Broadband, B2B	Maintain #1 revenue share; Grow Mobile, Fixed Broadband, B2B by 5-8% YoY
P0	Competitive Strategy	Capitalize on competitive strengths to gain 市场份额	Outgrow competitors in key segments; Increase service differentiation
P1	Transformation Strategy	Accelerate fiber transition — converged network as competitive moat	Fiber homepass coverage +20%; FMC bundle attach rate 50%+
P1	Customer Strategy	Optimize value extraction in stable segments: Wholesale	Upsell rate +10% in Wholesale; Cross-sell convergence bundles

## 决策二：确定关键任务

Resource allocation: 3 P0 (immediate), 2 P1 (1-2 years), 1 P2 (3-5 years)

优先级	Domain	Task	描述	KPIs
P0	Network	Accelerate Fixed Network Upgrade	Drive DOCSIS/Fiber rollout to increase homepass and improve	Homepass coverage +15%; Speed tier upgrades
P0	Business	Accelerate Mobile Growth	Mobile at €3,050M showing strong momentum — invest to scale	Mobile revenue +10% YoY; Market share gain
P0	Business	Accelerate Fixed Broadband Growth	Fixed Broadband at €1,250M showing strong momentum — invest	Fixed Broadband revenue +10% YoY; Market share gain
P1	Business	Opportunity Portfolio Execution	14 grow/invest opportunities identified — establish executio	Launch 3+ priority initiatives; Pipeline contribution tracking
P1	Customer	Customer Experience Enhancement	Improve digital touchpoints and service resolution to boost	NPS +5 points; First-call resolution rate 80%+
P2	Efficiency	Operational Efficiency & Automation	EBITDA margin 45.0% — maintain through smart automation and	Process automation 30% +; Cost-to-serve reduction

## 决策三：制定执行方案

### 季度路线图

#### Q1: Foundation & Quick Wins (P0)

- Launch: Accelerate Fixed Network Upgrade
- Launch: Accelerate Mobile Growth
- Launch: Accelerate Fixed Broadband Growth
- Establish governance cadence
- Baseline KPI measurement

#### Q2: Scale & Build Capabilities (P0)

- Scale: Accelerate Fixed Network Upgrade
- Scale: Accelerate Mobile Growth
- Scale: Accelerate Fixed Broadband Growth
- Initiate: Opportunity Portfolio Execution
- Initiate: Customer Experience Enhancement

#### Q3: Optimize & Iterate (P1)

- Mid-year review and course correction
- Optimize P0 initiatives based on Q1-Q2 data
- Expand P1 initiatives to full scale

#### Q4: Assess & Plan Next Year (P1)

- Year-end results assessment
- Lessons learned documentation
- Next-year strategy refresh based on outcomes

### 治理架构

- **Monthly Progress Review** (Monthly): Track P0 task progress, KPI trends, and resource utilization
- **Quarterly Strategic Checkpoint** (Quarterly): Evaluate strategy execution, adjust priorities, reallocate resources
- **Mid-Year Strategic Adjustment** (Semi-annual): Major review of market conditions and strategy effectiveness

### 应避免的战略陷阱

- **Delay core transformation:** Current performance is adequate — Reality: Key weakness: 5G coverage gap at only 0.0%; delay compounds disadvantage

关键风险与缓释措施

风险	Likelihood	Mitigation
Resource constraints delay P0 initiatives	中	Ring-fence P0 budgets; establish escalation path for blockers
Macro-economic slowdown reduces consumer spending	低-中	Prepare value-tier offerings; shift mix toward B2B resilience

战略叙事

As 主导领导者, the strategic posture is Offensive. As 主导领导者: defend leadership through innovation and ecosystem lock-in. Execution focuses on 3 P0-priority tasks out of 6 across Business, Customer, Efficiency, Network, with quarterly milestones and monthly governance checkpoints.

数据溯源

指标	值
Total data points	20
高 confidence	0
中 confidence	0
低/Estimated	20
Unique sources	0

Generated: 2026-02-14 | Tigo Honduras BLM Strategic Assessment (CQ4\_2025)  
Framework: Business Leadership Model — Five Looks + SWOT + SPAN