



ORGANIZATIONAL ANALYSIS – SLT MOBITEL

MGT 1113 - Principles of Management

Group No: - 12

MGT/2022/067 – K.T.Sathsarani
MGT/2022/068 – R.R.L.Ranasinghe
MGT/2022/069 – T.T.R.Madagamage
MGT/2022/072 – W.L.Mandakini
MGT/2022/076 – H.O.Ranasinghe
MGT/2022/093 – P.H.I.Vidana arachchi
MGT/2022/099 – S.M.G.Wickramasinghe
MGT/2022/100 – S.D.G.Wickramasinghe
MGT/2022/106 – W.V.Kumar
MGT/2022/111 – P.P.L.M.Palagasinghe

Department of Information System

Faculty of Management Studies

Rajarata University of Sri Lanka

Mihinthale

2023

ACKNOWLEDGEMENT

In This Report We Included The Details About Sri Lanka Telecom PLC(SLT) MOBTEL we made a brief analysis about the the organaization and we ideintify the some chalanages for organization and as univesity student we provide recommendations to overcome the challenges we identified

We would first like to thank Our advisor Miss. Randika Wathuliyadda who guided Us in selecting the final theme for this research. Our advisor was there throughout our preparation of the proposaland the conceptualization of its structure. We would not have been able to do the research andachieve learning in the same manner without her help and support. Her recommendationsand instructions have enabled us to assemble and finish the dissertation effectively. Who throughout my educationalcareer have supported and encouraged Us to believe in our abilities. They have directed methrough various situations, allowing Our to reach this accomplishment.Finally, Our families Have supported and helped Us along the course of this dissertation by giving encouragement and providing the moral and emotional support We needed to complete Our analyis. To them, We are eternally grateful

List of Tables.....

The Table of Content iv

Reg: Number - 9 -

List of Figures.....

Organizational structure 1 _____ - 2 -

Product and Services offered by SLT-MOBITEL for Different consumers: 2 _____ - 2 -

Global connectivity of SLT 3 _____ - 2 -

Island wide Coverage of SLT 4 _____ - 2 -

Timely addition of Intelligent Cloud to SLT Akaza with Microsoft Azure Stack 5 _____ - 2 -

The Table of Content

PAGE NO

01. INTRODUCTION OF SRI LANKA TELECOM PLC(SLT) MOBITEL	01
1.1. Overview of Sri Lanka Telecom PLC (SLT)-Mobitel	01
1.2. Vision, mission, goals, objectives and Organizational structure	02
1.3. Product and Services offered by SLT-MOBITEL	
02. ENVIRONMENTAL ANALYSIS OF THE ORGANIZATION.	
2.1. Impotence of environment analysis for SLT MOBITEL	03
2.2. Strength, Weakness, Opportunities & Threads (SWOT) Analysis of SLT.	03
03. TRENDS AND CHALLENGES OF ECONOMIC CRISIS ON THE SLT MOBITEL	06
04. RECOMMENDATIONS FOR OVERCOME THE CHALLENGES IDENTIFIED IN ANALYSIS.	07
05. REFERENCE	08



01. INTRODUCTION OF SRI LANKA TELECOM PLC(SLT) MOBITEL

1.1. Overview of Sri Lanka Telecom PLC (SLT)-Mobitel.

The premier telecommunication services provider in Sri Lanka. And one of the country's most valuable blue chip companies with an annual turnover in excess of Rs 40 billion. It is a biggest telecommunication company in Sri Lanka with about Rs. Eight hundred million profit and 32% market share. The Company provides a huge range of domestic and international services which includes fixed & wireless voice, internet and data services that cater to a wide audience comprising of both corporate and domestic customers. Sri Lanka Telecom now operating in 330 regional offices in Sri Lanka. Sri Lanka Telecom started its operations in 1858 with the establishment of telegraphic circuit between Colombo and Galle. In 1991 Sri Lanka Telecom became a corporation. In 1997 it was privatized. In 2008 Sri Lanka Telecom listed in Colombo Stock exchange. Now 49.5% owned by the government. The achievements of Sri Lanka Telecom are long term foreign currency rating ³B+ Long term local currency rating ³BB-³ National long term rating ³AAA'.

1.2. Vision, mission, goals, objectives and Organizational structure

Vision

"All Sri Lankans are seamlessly connected to world-class information, communication and entertainment services."

Mission

"Your trusted and proven partner for innovative and engaging communication experiences delivered with passion, Quality and commitment"

Goal

- Creating a digital revolution in Sri Lanka and creating a digital Sri Lanka.
- Bringing future ready technology to customers

Objectives

- To launch a Super 3.5G HSPA network
- To successfully demonstrate HSPA+ MIMO (Multiple Input Multiple Output) technology
- To successfully test the 4.5G LTE-Advanced Pro technology, and
- To launch the first commercial 4.5G/4G+ mobile phone network.

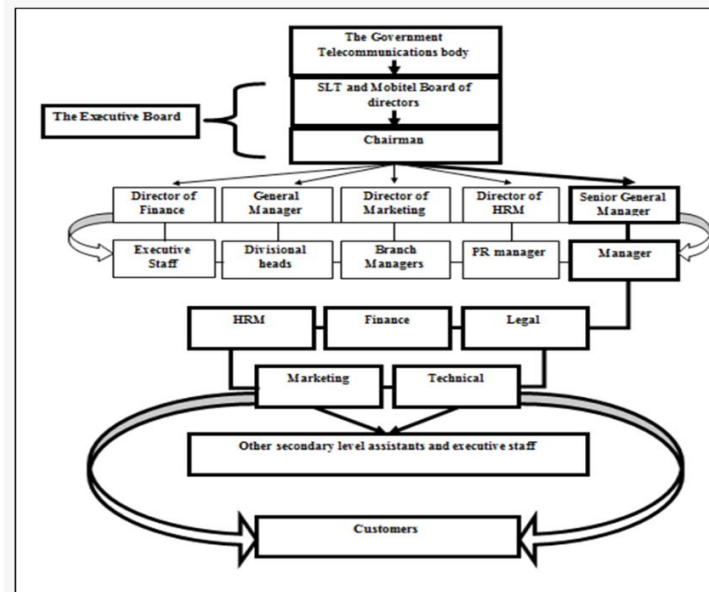
Organizational structure

per the shareholding structure of the Company, two major shareholders, namely the Government of Sri Lanka acting through the Secretary to the Treasury, and Global Telecommunication Holdings N.V. recommends five and four directors to the Board respectively. During the year under review the Board comprised 07 Non-Executive Directors with 05 of them being Independent.

* **Mr.Rohana Fernando** is the **Chairman** Of The Sri Lanka Telecom PLC (SLT)-Mobitel.

Organizational structure 1

Organizational Hierarchy



From Sri Lanka Telecom PLC - Annual Report 2022

1.1.3. Product and Services offered by SLT-MOBITEL

Sri Lanka Telecom PLC doing business as SLT-MOBITEL is the national telecommunication services provider in Sri Lanka and one of the country's largest companies with annual turnover in excess of Rs 40 billion. The company provides domestic and corporate services which include fixed and wireless telephony, Internet access and IT services to domestic, public and business sector customers. As of 2018 SLT-MOBITEL was Sri Lanka's second largest mobile network operator with over 7.9 million subscribers. SLT Mobitel is the First company Which provide 5G network On Sri Lanka.

Product and Services offered by SLT-MOBITEL for Different consumers: 2

Product and Service Offering

Households and Individuals	Enterprises	SMEs and Micro Business	Government	Other Telecommunication Service Providers	Global Carrier	Global Business
Internet Services including Social Media entertainment and Gaming	Enterprise Voice services (Office and Mobile)	Voice and Video Collaboration Solutions	Enterprise Voice services (Office and Mobile)	National Backbone Offerings	International Voice and Data Solutions	Software and Data Analytic Solutions
Voice Services for home and mobile	Networking Solutions	Networking Solutions	Networking Solutions	Global Connectivity	Transit Service	Tech Consultancy Services
PEO TV, PEO TV Go and value added services – Time Shifted TV, Video on Demand, Music On Demand	Internet Solutions	Internet Solutions	Lanka Government Network	Internet and Transit Solutions	Submarine Cable Operation and Maintenance Services	Network Project Services
Educational Services leaning packages, study platforms such as e-siphala, AL Kuppiya	Enterprise PEO TV solutions	WiFi Solutions	Internet Solutions and WiFi Networks	Data Centre and Cloud Solutions	Data Centre and Colocation Services	

From Sri Lanka Telecom PLC - Annual Report 2022

02. ENVIRONMENTAL ANALYSIS OF THE ORGANIZATION.

2.1. Impotence of environment analysis for SLT MOBTEL

An environmental analysis follows a systematic process of uncovering factors that affect your business and its operations. While there's no hard and fast rule on doing an environmental scan, these steps can guide you into making the most out of an environment analysis assists organizations in defining factors that can influence their business operations.

- ❖ Business environment analysis is important because it helps organizations better prepare for changes in their environments. By monitoring environmental factors.
 - Managers can anticipate threats and opportunities. Business environment analysis also empowers managers to capitalize on strengths and address weaknesses.
 - Environmental framework helping to understand external Factors impacting organization.
 - Used to identify current state of the industry as well future state.
 - Recognize Political influence and direct government interventions.
 - Can study foreign investments Policies.
 - Company can focus an unstable macroeconomic environment and the trade regime and we can make plan to decrees the impact for company.
 - The group can make Revolutionary impact with introducing the new technology to Consumer. Also make advancement in industry.
 - We can make Better behavior connection with identify the Socio Cultures of Relevance Parties.
 - There are very few ecology impacts to consider The Cooperate social responsibilities (CSR) and eco friendly environment.
 - With SWOT Analysis SLT can enhance their strength and identify weakness and avoid it also allows them to develop a strategy that takes advantage of opportunities and reduces threats.

2.2. Strength, Weakness, Opportunities & Threads (SWOT) Analysis of SLT.

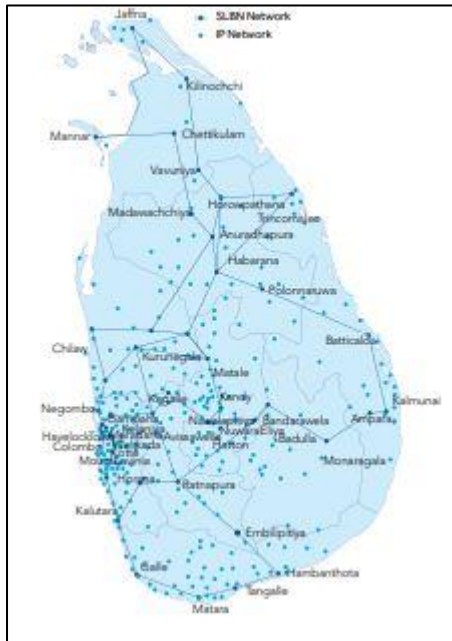
In Business world every organization Have a Many Plus point and Minis points at the situations it can be internal or external Situation or affect. For the Achieve the organizational Goals We must have to done the SWOT Analysis. It helps us to identify Strength Weakness Opportunities & Threads of the organization. As a Telecommunication related organization SLT Mobitel has Many Strength Weakness Opportunities & Threads. Now we emphasis on these, Factors

Strength

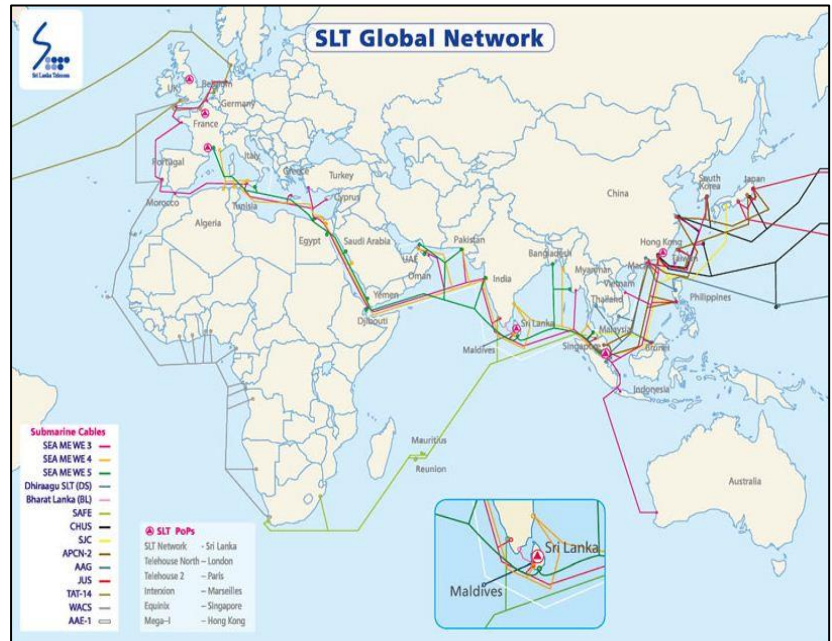
- The Government of Sri Lanka is a key stakeholder and the main shareholder of SLT.
- SLT Has South Asia's First Submarine Cable Depot.
- SLT is led by a well-balanced Board of Directors possessing expertise and a wealth of knowledge, enabling the Company to maintain its position as the market leader in the telecommunications industry.
- SLT Group is committed to training, mentoring, and developing its employees to nurture the Company's tacit knowledge which underpins every aspect of its operations.
- SLT has maintained its position as the licensed National Information and Communications Technology (ICT) solutions provider. And innovative new Feathers and equipment.

- To enable an efficiently structured human resources (HR) strategy, SLT has continued to drive the development of its policies and procedures.
- Employees were enabled to Work from Home and Work from Pod, whilst the field staffs were enabled the Home to Field work mode across Sri Lanka.
- The Group held cash and cash equivalents of LKR 14,150 Millions and Many land resource around Sri Lanka.

Island wide Coverage of SLT 4



Global connectivity of SLT 3



From Sri Lanka Telecom PLC - Annual Report 2022

Weaknesses

- Decreased coverage for some areas of their internet connection.
- SLT only offers wired connections, so their charges are higher.
- In some years, the newly introduced products did not sell because they did not achieve the market goal and training has been done as poorly.
- Their customer service is good but sometimes latency errors occur.
- Their services Include with more taxes.
- Another weakness is that they are Semi-Government. Decision making was Complicated.
- In some cases, experienced Employees leave the Job because the company's offers are not enough Welfare for the Crisis situation.
- Organize provide good and Services With high Tax level.

SLT Mobitel Customer Reviews

ChamodSiriwardhana says:(October 24, 2022 at 1:30 pm)

“Worse data coverage in Katunayaka. Cannot at least send a whatsapp message”

lakshman says:(November 21, 2021 at 12:55 pm)

“Very bad service. High price for internet. not recommended at all.”

Dulanga Bandara says :(November 19, 2020 at 3:15 pm)

“Best 4G coverage in Sri Lanka. But Customer service not good”

Opportunities

-
- Being a recognized award winning brand name in Sri Lanka.
- Being a National Backbone Network provider in Sri Lanka,
- At first time providing fiber optic Major coverage the fiber-optic backbone to other Network providers.
- Gaining first access to over the air satellite signals.
- Have a huge government Support.
- Entering into a strategic partnership with Microsoft Sri Lanka.
- Being successfully implemented the largest CDMA network in rural areas.
- Became an important point of presence of SLT connecting Asia with the rest of the world through Sri Lanka.
- The initiative of incorporation of SLT Hong Kong limited in Hong Kong.

Timely addition of Intelligent Cloud to SLT Akaza with Microsoft Azure Stack 5



From <https://www.dailymirror.lk/Press-Releases/>

Threats

- Increased the utility cost attributed to the international payments and annual maintenance costs because of the depreciation of the local currency against the USD and inflation that prevailed in the country.
- Current political Conversations about company.
- Increased in operating costs due to increase in tariffs by the government.
- Delays in import of necessary equipment due to economic slowdown.
- Introducing more cost-effective customer services by other competing companies.
Ex:- New data packages ,New digital services
- Having to adapt to new and rapidly developing technological trends
Ex:- Digital technology ,5G technology, see me we 6 fiber cable technology

03. Trends and Challenges of Economic Crisis on the SLT Mobitel

Trends

The telecommunication industry is ever-solving, driven by technological advancement, changing consumer demands, and market dynamics. So the SLT-Mobitel, a leading telecommunications company, has experienced several notable trends. Understanding these trends provides valuable insights into the direction and focus of SLT Mobitel's operations.

- **Network Expansion:** Mobitel has been investing in the expansion of its 4G and 5G networks, providing customers with more reliable and faster connections. Now SLT-Mobitel has stationed its own 5G pre-commercial trial network. Also offers fiber optic broadband service to the growing demand for high-speed internet.
- **Embracing E-commerce and digital payments:** Mobitel has been embracing the growing trend of e-commerce and digital payments, becoming the first telecom to offer 'Eco Channeling Delivery'- a sustainable initiative connecting medication solutions to doorsteps via echanneling. Basically there digitally ready for a system change in Sri Lanka with E-Commerce.
- **Customer Experience Focus:** SLT Mobitel places a strong emphasis on enhancing the customer experience. Revolutionizing customer experiences with mAgent. This is a fully trained personnel deployed across Sri Lanka to fulfill all the customer's telecommunication requirements related to Fixed Mobile Connectivity.

Economic Crisis on the SLT Mobitel

Due to the Economic crisis, we can identify the following challenges faced by the SLT Mobitel

- **Managing costs:** The unexpected economic crisis caused high inflation, continuous power cuts, and an increase in electricity charges. These factors had a negative impact on SLT group's operating costs which increased to LKR 95.2 Bn. In 2022. from LKR 88.5 Bn in 2021. So as in the numeric data, the economic crisis is challenging their managing cost.
- **Increased Competition:** this situation makes, all the telecommunication companies lead to increased competition for a smaller customer base. This competition becomes a huge challenge to the SLT-Mobitel. In Sri Lanka Mobile Experience Award in July 2022, the best download speed experience was awarded by the SLT-Mobitel but the January 2023 award ceremony awarded this category to the Dialog Company. So it needs to compete more aggressively for market share, potentially leading to price wars and reduced profit margins.
- **Churn and customer retention:** the economic crises can heighten customer churn as people seek cost savings or switch to competing providers. So the SLT-Mobitel need to pay more attention to its customer service and also consumers always try to deduct their unnecessary expenses. In their deducting list communication expenses have always been top. So it is a huge challenge for SLT-Mobitel, as it affects their revenue.
- **Increasing Tax:** tax increase is an outcome of an economic crisis. But it is also challenging for the company. SLT-Mobitel also faces this critical condition and it leads to a decrease in their profit. after tax (PAT) decreased by 60.8% to LKR 4.8 Bn, so it is an additional challenge for them.

04. RECOMMENDATIONS FOR OVERCOME THE CHALLENGES IDENTIFIED IN ANALYSIS

- As a possible solution for SLT Mobitel Company to solve the problem of include competition Increased competition Offer competitive prices and promotions: One way to attract customers in a competitive market is to offer competitive prices and promotions. This could include discounts on phone plans, bundle deals, or other special offers that make SLT Mobitel Company's services more attractive to consumers.
- Focus on value-added services: In addition to basic phone plans, SLT Mobitel Company could consider offering value-added services such as mobile data plans, mobile banking services, or other features that provide additional value to customers.
- Improve customer service: Providing excellent customer service can be a key differentiator in a competitive market. SLT Mobitel Company could consider investing in customer service training for its employees, or implementing new technologies or processes to make it easier for customers to do business with the company
- As a possible solution for SLT Mobitel Company to solve the problem of includes competition Reduce costs: One way to increase revenue in a challenging economic environment is to reduce costs. This could involve cutting expenses in areas such as marketing, administration, or research and development.
- Offer value-added services: Providing additional value to customers through services such as mobile data plans, mobile banking, or other value-added services can help to differentiate the company and attract customers who are looking for more than just basic phone plans.
- Focus on high-value customers: In a challenging economic environment, it may be more effective to focus on high-value customers who are more likely to continue spending money on the company's services. This could involve offering personalized service, premium features, or other perks to attract and retain these customers.
- As a possible solution for SLT Mobitel Company to solve the problem of job losses, Focus on employee retention: The company could take steps to retain key employees and reduce the number of job losses. This could involve offering incentives such as bonuses, stock options, or flexible working arrangements.

05. References

For the analysis we refer many sources Across the Intent and Physical Way like article News paper. And here we attached the References link and more.

- Book about Organizational Analysis.
- Newspaper Articles Of Sunday observer.
- Business Magazines.
- Latest Annual reports of SLT Mobitel.
- Interviews And Press conference of the Authorities of SLT Mobitel.
- Related researches.
- Sri Lankan Gazettes.
- And Many More Web sides. We attached Link of Which Web sides we refer.

<https://www.slt.lk/>

<https://www.mobitel.lk/>

<https://www.google.lk/>

<https://www.dailymirror.lk/Press-Releases/>

<https://www.facebook.com/SLTMobitel>

<https://twitter.com/SriLankaTelecom>

[https://en.wikipedia.org/wiki/Submarine communications cable](https://en.wikipedia.org/wiki/Submarine_communications_cable)

<https://techcommunity.microsoft.com/t5/running-sap-applications-on-the/sap-cdc-connector-and-slt-part-1-overview-and-architecture/ba-p/3775190>

[https://www.slt.lk/sites/default/files/sustainability_reports/SLT_AR_2022_Interactive %20PDF.pdf](https://www.slt.lk/sites/default/files/sustainability_reports/SLT_AR_2022_Interactive%20PDF.pdf)

Members and their Contribution

Registration Number	Name of student	Contribution
MGT/2022/067	K.T.Sathsarani	Find the recourses, Made recommendations for the challenges. And Enter into Document
MGT/2022/068	R.R.L.Ranasinghe	Find the Details About Overview of the SLT Mobitel And Made a Cover page.
MGT/2022/069	T.T.R.Madagamage	Find the Details About Opportunity of SLT Mobitel And Enter into Document
MGT/2022/072	W.L.Mandakini	Find the Details About External Threads of SLT Mobitel And Enter into Document.
MGT/2022/076	H.O.Ranasinghe	Find the Details About Internal weakness of SLT Mobitel And Enter into Document.
MGT/2022/093	P.H.I.Vidana arachchi	Made Analysis the Points For topic which called Impotents of Enviroment Analysis.
MGT/2022/099	S.M.G.Wickramasinghe	Analysis the Challenges of SLT Mobitel Also Enter into Document.
MGT/2022/100	S.D.G.Wickramasinghe	Made a recommendation for Face the Above challenges. Also Enter into Document.
MGT/2022/106	W.V.Kumar	Fine the Sources For Internal Strength of SLT And edit the Final Document.
MGT/2022/111	P.P.L.M.Palagasinghe	. Find the Details About Trends and Economy crisis of SLT Mobitel And Enter into Document.