

Turkcell swot analysis essay sample

[Business](#), [Marketing](#)



Leading mobile operator of Turkey Established in 1992 and It's operated since 1994 The only Türk In NYSE Europe 2nd largest mobile operator 34 million subscribers in Turkey 62 million subscribers in 8 countries 35th in INFO Tech 100 list, Bloomberg Businessweek

Gartner CRM Excellence Award Best Use of Technology award by Loyalty Awards Oscar of the best Mobile Advertising Service ' Tone & Win' Best New Service category in World Communication Awards with 3G and Fiber connection service.

Current Market Situation

Avea 19%

Vodafone 25%

Turkcell 56%

Objectives

Maintaining market and technological leadership while retaining competitive advantage. Increase customer satisfaction and loyalty through improving customer's experience. Maintaining growth through new investments and business models.

SWOT Analysis Strengths

Well established 4G and Fiber services with very high speed. High product development and market development competencies (like Mobile marketing

and mobile banking) Employee salaries and branches are above the industry standards. High technology network control center offering 24/7 coverage.

Weaknesses

Operating cost is not affordable for some places in Türkiye emerging markets like Africa, India and South America. Only Turk Telekom has Adsl and landline infrastructure. Required funds for expansion

Opportunities

High prestige and customer loyalty. Strong and stable economic improvement of the country. Broadband transmission will increase dramatically during the coming five years Huge dependence on wireless-enable devices (navigation devices, digital camera and social media High consumers expenditure in application stores. Increasing demand for mobile services in many developing regions in Middle East and Africa.

Treats

Service and product imitation in tough industry environment. Low cost and price strategy of competitors. Treat of suppliers exclusive agreements with competitors. Merged companies like Turk Telekom, TTnet and Avea.

Recommendation

Use the high speed 4G and fiber network for fulfilling the highly increasing demand for data services and multiply profit of it. Reducing operating costs in developing countries by more R&D in business process. Stabilize in

the current Euro Asia market. Partnership or long-term agreements with suppliers.