

At t business analysis and mission statement



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AT&T's mission statement is to " exploit technical innovations for the benefit of AT&T and its customers by implementing next-generation technologies and network advancements in AT&T's services and operations." AT&T's strategies to promote their company is to be actively involved in the local community, to increase customer satisfaction, invest in three screen integration, and to forefront technological innovation. In the past, AT&T has had a bad reputation for their customer satisfaction. Many people have complained about how AT&T's technical support did not help with any of their problems. AT&T's investment in three screen integration started with Apple's infamous iPhone. Once AT&T had successfully contracted the iPhone into their cell phone service, they decided that three screen integrations was the next step for them to take and to stay ahead of the competition in technology. AT&T's objectives for the upcoming years are to be the most reliable network available to the public, have better customer satisfaction, reduce costs and increase their revenue, stay at the top of the ladder in technology, and introduce what AT&T calls a " quadruple play". AT&T's " quadruple play" is to introduce telephone, internet, tv, and cell phone; all of these services in one package.

AT&T provided four main products. The first is Digital Subscriber Line (DSL). DSL is the way people can connect to the internet. It is much faster than using the landline or sometimes called dial-up. AT&T has four kinds of packages for their DSL. The first is called DSL Lite, priced at \$19. 95 per month. The DSL Lite package is the lowest package AT&T provides and is said to be thirteen times faster than standard dial-up. The second DSL package AT&T provides is called DSL Ultra. The DSL Ultra package is priced

at \$32.95 per month and is said to be twenty five times faster than standard dial-up. The third DSL package is called DSL Xtreme and is priced at \$37.95 per month. The DSL Xtreme package is fifty times faster than standard dial-up. The last DSL package AT&T provides is called DSL Xtreme 6.0 which is 100 times faster than standard dial-up, and is priced at \$42.95 per month. AT&T's promotional strategies for DSL is offering the fastest DSL available to the public. AT&T provides DSL to all fifty states and to overseas countries.

The second product AT&T provides is mainly for businesses. AT&T provides what they call Fast Access Business DSL. This difference between the business DSL and the regular DSL is that the business DSL is for multiple lines over five lines, a data line for transactions, and provides the same speed to all the lines. AT&T's promotional strategy for business DSL is to offer rebates with significant savings and one month service waivers maybe available. The pricing for the business DSL varies depending on location and how big the company is. AT&T provides the business DSL to every state in the United States and some countries overseas.

The third product AT&T provides is an Ethernet Switched Service. This service is mainly for businesses situated in cities. The pricing for the Ethernet varies depending on the location of the business and how big the company is. AT&T provides the Ethernet to all fifty states in the United States and some countries overseas.

The last product AT&T provides is voice, or landlines, calling cards, and cell phones. The pricing for a landline, calling card, and cell phone all vary depending on the location. The promotional strategy AT&T uses is a special

deal with businesses depending on size of the company and the location of the business. If the business is in Oklahoma, AT&T can easily provide them with the service, where as, if the company was located in Alaska, it would cost AT&T more money to provide the service to the company in Alaska.

AT&T Inc. has been a company with a relatively confusing history. The company originated as Southwestern Bell Corporation, also known as SBC Communications, in 1984. The original AT&T Corporation was founded in 1885 and took over the telecommunications market. The company eventually gained a monopoly status and was forced to divide into seven regional companies in 1984. Southwestern Bell Communications was one of the seven companies and was in the Mid-south region of America. The company changed its name in 1995 to SBC Communications after relocating the capitol to San Antonio, Texas a couple years earlier. In 1997 Pacific Telesis, the southwestern region of the original AT&T Corp., was taken over by SBC Communications. Another, non Regional Bell Operating Company, named SNET merged in the same year. Ameritech, the Great Lakes regional company, merged with SBC communications when the FCC allowed the merger to take place in 1998. SBC ran into trouble when they did not follow through with part of the deal that they had made with the FCC allowing them the merger. The company was charged \$6 million for this problem.

In June of 2005, SBC purchased the old AT&T for over \$16 billion and renamed itself AT&T Inc. The new company's name ended with Inc. where as the old company's name ended with Corp. The new AT&T updated the old logo with a newer, more modern logo. Soon after the company look towards a merger with Bellsouth, which it already had a joint venture with. The joint

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venture, Cingular Wireless, would soon become fully owned by AT&T Inc. when Bellsouth was acquired near the end of 2006. The current Chairman/CEO of AT&T, Randall L. Stephenson, is looking towards wireless communication as the company's future.

AT&T has had a slight decrease in the operating income and operating revenue when compared to their biggest competitor Verizon. In 2006, AT&T had an operating income of \$10, 288. 00, where as their competitor, Verizon, had an operating income of \$13, 373. 00. AT&T is at least \$3, 000 behind Verizon in operating incomes. In 2006, AT&T had an operating revenue of \$63, 055. 00. But compared to Verizon's operating revenue of \$88, 144. 00, AT&T is behind by at least \$20, 000. The total assets AT&T owns is at \$270, 634. 00, almost \$10, 000 more than Verizon, who has \$188, 804. 00 worth in total assets. In 2005, AT&T's operating revenue was also behind their competitor by \$20, 000. AT&T's operating revenue was \$43, 764. 00, while Verizon's was \$69, 518. 00. AT&T's operating income for 2005 was \$6, 000 behind Verizon's operating income of \$12, 581. 00. Surprisingly, AT&T had \$145, 632. 00 worth of total assets in 2005, which is \$20, 000 less than Verizon's \$168, 130. 00.

In 2004, AT&T was behind Verizon again in operating income, operating revenue, and total assets. AT&T had an operating income of \$5, 901. 00 and Verizon had an operating income of \$10, 870. 00. While Verizon had an outstanding operating revenue of \$65, 751. 00, AT&T had an upsetting operating revenue of only \$ 40, 733. 00. The total assets AT&T had in 2004 was \$110, 265. 00, where as, Verizon had total assets of \$165, 958. 00.

In 2003, AT&T was behind in their operating revenues and total assets, but ahead in operating incomes when compared to Verizon. AT&T had an operating income of \$6, 284. 00 and Verizon had an operating income of \$5, 312. 00. Verizon had an operating revenue of \$61, 754. 00, where as AT&T had an operating revenue of \$ 40, 498. 00. AT&T had total assets of \$102, 016. 00, and Verizon had totals assets of \$165, 968. 00.

In 2002, AT&T had an operating income of \$8, 438. 00 and Verizon had an operating income of \$12, 386. 00. Verizon had an operating revenue of \$60, 907. 00 while AT&T had an operating revenue of \$42, 821. 00. The total assets of AT&T were \$95, 170. 00, and Verizon had total assets of \$167, 468. 00.

Compared to Verizon, AT&T's biggest competitor, AT&T's BCG Matrix looks very good. AT&T's internet service is situated in the top left box because many people want better internet service. AT&T's telephone service is situated in the bottom right box because AT&T's telephone service is not as good as other companies. AT&T's wireless cell phones service is in the top right because AT&T has good coverage all over the nation and has better cell phones like the iPhone.

AT&T's strengths are having extensive experience in secure and classified work, having a solid team of partners with skills and capabilities, having extensive global availability of resources to meet customer needs, having innovative labs, and having technologists and program managers that are experienced in a wide range of specialties. AT&T's weaknesses consist of having a telecommunications market rapidly changing, companies that offer

more convenient alternative telecommunication services than AT&Ts' that can hurt future growth of the company, and a Ethernet service that is not up to par with AT&T's competitors. AT&T's opportunities are having a more direct gateway to a federal network and telecommunications customers, wireless expansion, huge amounts of transition activity, mergers with smaller companies, and improving the quality of teaching and learning through the effective use of technology for the AT&T foundation. AT&T's threats consist of losing their monopoly over the telecommunications market, getting bought out by other companies, prices being higher and more expensive than their competitors, and selling the unlocking software of Unique Phones. In conclusion, we see AT&T in the future as a huge company with a monopoly over telecommunications, internet service, and providing almost every business in the world with a reliable server.