

Competitor analysis of sri lanka telecom

[Technology](#), [Mobile Phone](#)



As mentioned before Dialog remains as the market leader in the private consumer market of voice and data services while Mobitel retains the market leadership in the business enterprise area. Although other competitors such as Hutch, Etisalat, and Lankabell exist in the market, they only hold a minor percentage of the total market. Unlike many other products that usually have an untapped portion in the market, the telecommunication voice and data industry is one that has reached a majority of the total population as of now.

According to 2012 year end statistics sri lanka had 20.3 million mobile phone subscription. This is a massive figure when it is compared to the 20.8 million total population of sri lanka. This suggests that majority of the current population own atleast one mobile phone while another significant sector may own more than one connection.

This value combined with the fixed lines that most homes in the urban areas and almost all business enterprises possess, it can be safely said that sri lanka is coming to a stage where the customer base for telecommunication is almost the total population of the nation. Thus the challenge that SLT would face in the near future is not to convince totally new customers to buy mobile phones and fixed lines, but rather to retain its current client base and to attract customers of other competitors into its own brand.

Thus an inevitable intense competition exists in the market with service providers battling aggressively based on price and features of market offerings. Telecommunication providers are reviewing and updating their product portfolio at a rapid pace in order to anticipate, and cater to growing consumer needs. Thus companies are keeping a close eye on its

competitors. The traditional competitor analysis which is done by keeping track of the strengths and weaknesses of one's competitors is applicable here