

# Mobile Telesystems OJSC Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/MA396C6061EBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: MA396C6061EBEN

## Abstracts

Mobile Telesystems OJSC Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Mobile Telesystems OJSC and its competitors. This provides our Clients with a clear understanding of Mobile Telesystems OJSC position in the Industry.

The report contains detailed information about Mobile Telesystems OJSC that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Mobile Telesystems OJSC. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Mobile Telesystems OJSC financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Mobile Telesystems OJSC competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Mobile Telesystems OJSC business.

## **About Mobile Telesystems OJSC**

Mobile TeleSystems OJSC provides mobile cellular communications services in Russia, Ukraine, Uzbekistan, Turkmenistan, and Armenia.

### Services

#### Network Access

The company primarily offers mobile cellular voice and data communication services to its subscribers on the basis of various tariff plans designed for various market segments.

#### Automatic Roaming

Roaming allows the company's customers, both subscribers and guest roamers, to receive and make international, local and long-distance calls while traveling outside of their home network. As of December 31, 2009, the company had bilateral roaming contracts with 634 wireless operators in approximately 224 countries, including with regional operators in Russia.

## Value-Added Services

The company offers various value-added services to its customers. These services may be included in the tariff plan selected by the subscriber or subscribers may pay additional monthly charges and, in some cases, usage charges for them.

Basic value-added services that the company offers include blackberry; call divert/forwarding; caller ID display and anti-caller ID display; conference calling; WiFi; location-based service (lbs); GPRS; intelligent call assistant; apn remote access point; fixed mobile convergence; enhanced data rates for GSM Evolution (EDGE); call barring; SMS; mobile office; voicemail; mobile banking; wireless application protocol (wap); mts-connect; SIM-browser; point-to-point transfer; unstructured supplementary services data (ussd); high-speed downlink; packet access (hsdpa); call waiting; mms; melody ring tones; missed call alert; itemization of monthly bills; information and directory service; international access service; WEB and WAP portal; real IP; automatic customer care system and customer care system via the Internet; and ring back tone. The company also provides various voice and SMS-based value-added services in cooperation with various content providers.

## GPRS and Internet Access

The company offers GPRS services, enabling its subscribers to access the Internet, WAP, and MMS in all of the countries where it operate. It also provides international GPRS roaming to its subscribers, enabling them to use various GPRS-based services while traveling abroad.

The company offers the MTS-Connect service, which allows its subscribers to get mobile Internet access through a GPRS/EDGE/3G connection, using a computer, PC-card and USB-modem. This service is available to its subscribers in Russia and Ukraine and in approximately 144 countries where it has GPRS roaming. The company provides BlackBerry services to corporate users in Ukraine and Russia.

## 3G Technology

The company offers commercial services using CDMA 450 technology in Ukraine and offers high-speed mobile access to the Internet to its subscribers.

In 2009, the company, along with Vimpelcom and MegaFon, were allocated 3G/UMTS frequencies to begin testing its 3G network in Moscow and the Moscow region. It also

provides 3G services to various large companies within Moscow. In 2009, the company commercially launched its 3G network in Yerevan, the capital, Gyumri and Vanadzor.

### Other Services

In addition to cellular communication services, the company offers corporate clients a number of telecommunications services, such as design, construction, and installation of local voice and data networks capable of interconnecting with fixed line operators; installation and maintenance of cellular payphones; lease of digital communication channels; access to open computer databases and data networks, including the Internet; and provision of fixed, local, and long-distance telecommunications services, as well as video conferencing.

### Strategic Partnership with Vodafone

The company has a strategic agreement with Vodafone targeted at drawing on Vodafone's expertise in building and developing 3G networks and mobile broadband products, working with global equipment providers and deploying client relationship management (CRM).

### Competition

The company competes with ArmenTel (Vimpelcom), MegaFon, Altyn Asyr, Tele2, Orange (France Telecom), Uralsvyazinform, Smarts, Sibirtelecom, Kyivstar, MTS-Ukraine, Astelit, URS (Vimpelcom), MTS-Uzbekistan, Unitel (Vimpelcom), Ucell (Coscom), VivaCell (MTS), and ArmenTel (Vimpelcom).

### Significant Events

On July 28, 2010, Mobile Telesystems OJSC announced the commercial launch of 4G network based on the Long Term Evolution technology in Uzbekistan. The 4G network is deployed in the central part of Tashkent, the capital of Uzbekistan.

In October 2010, Mobile Telesystems OJSC, Sitronics IT B.V. and OJSC ROSNO have announced the start of their cooperation in promoting navigation information services among ROSNO's corporate clients.

In November 2010, Mobile Telesystems OJSC announces the commercial launch of its 3G network in Turkmenistan that completes the deployment of 'third generation'

networks in all markets of operation of the MTS Group. In Turkmenistan, MTS' 3G network covers the center of Ashgabat, as well as the surrounding area of the international airport.

## History

Mobile TeleSystems OJSC was founded in 1933.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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