

Top Five Global Telecommunication Services Companies: Performance, Strategies, and Competitive Analysis February 2012

<https://marketpublishers.com/r/T4D54EBF3CEEN.html>

Date: February 2012

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: T4D54EBF3CEEN

Abstracts

The global telecommunication services industry has experienced significant growth over the last five years and is expected to continue its growth momentum, reaching approximately US \$1,840 billion in 2016 with a CAGR of 5% over the next four years.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global telecommunications services providers and presents its findings in “Top Five Global Telecommunication Services Companies: Performance, Strategies, and Competitive Analysis.” The report provides detailed insight into the performance of the top five telecommunication companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The telecom industry comprises fixed-line telecom (wireline) and the wireless telecommunication services. The industry is consolidated in terms of suppliers and buyers.

Firms that provide telecommunications services are approaching market opportunities with starkly different strategies. All the top five players serve wireless and wireline markets. Lucintel’s research indicates that APAC presents the greatest growth potential during forecast period. APAC is expected to drive a surge in new application of technologies by using LTE (Long Term Evolution) network deployments. Hong Kong, Japan, China, Taiwan, India, and South Korea are poised for growth.

This study is intended to provide industry leaders with a competitive benchmarking of

the world's top five global telecommunication service companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities, strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data, analysis, and insight, critical to the development and implementation of effective marketing and sales plan.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in Personal computer market. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's leading telecommunication services companies, we thoroughly profile following five companies with detailed competitive assessments:

AT&T Inc.

Deutsche Telekom AG

Telefonica SA

Nippon Telegraph and Telephone Corp.

Verizon Communications Inc.

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial and market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with the telecommunication industry. Some of the features of this multi-client market intelligence report are as follows:

Market size estimates in terms of (US \$) value by segments of the global telecommunication services companies

Regional analysis: global telecommunication services companies breakdown by key regions (North America, Europe, APAC, and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial and market strengths

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 125 valuable figures/charts and 40 tables are provided in this report

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