

# BT Group plc - Company Strategy & Performance Analysis

<https://marketpublishers.com/r/B7EE64387CCEN.html>

Date: June 2017

Pages: 45

Price: US\$ 499.00 (Single User License)

ID: B7EE64387CCEN

## Abstracts

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### SUMMARY

BT over the years has built a dominant market position in the UK. BT has 12.6 million consumer voice telephony lines with 9.4 million active internet accounts in 2016. BT leads the fixed telecom market in the UK with market share of 42.4% in 2016. The group owns the telephone network with presence across the UK. It provide mobile services in the UK, covering up to 99.0% of the population with 2G, 98.0% with 3G and over 96.0% with 4G technologies. EE (which was acquired by BT in 2016) has 31.0 million mobile subscriptions in 2016, with market share of 33.2%.

MarketLine's Premium company strategy reports provide in-depth coverage of the performance and strategies of the world's leading telecommunication companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore the reports allow benchmarking company performance through the provision of key performance indicators including: subscriber volumes, subscriber churn, ARPU, and MoU.

### KEY HIGHLIGHTS

Strategic acquisitions to improve its presence in the market

The company is focusing on inorganic growth strategies such as acquisitions to expand its presence in the market. In order to enter into the mobile market, BT Group acquired

EE in January 2016. This allowed the company to bring together UK's largest mobile network along with the largest broadband network, providing more converged, innovative products and services.

Increase in operational expenses impacting the margins

The company has reported an increase in operational expenses in 2016. However it posted a decline in its margins. For instance, the company's operational costs as a percentage of sales increased from 82.1% in FY2016 to 87.7% in FY2017. This impacted the company's operating and profit margins. Although, the company has been investing substantially to expand its network and competitive position, it could not generate returns as expected.

Unfavourable political conditions impacting the company's advancement in telecom sector

The unfavourable political conditions may impact the company's advancement in telecom market. For instance, the UK voted to leave the European Union (EU) on 23 June 2016. Over the following two years the impacts of this decision will be minor until the terms of Brexit are settled. Post-Brexit, any changes in regulation between the UK and the EU will have a direct impact on the telecommunication industry. Reforms under the Digital Single Market (DSM) project, which were to review and revise the prevailing regulatory framework, are unlikely to be maintained

## **SCOPE**

Company Snapshot - details key indicators and rankings of BT Group plc in terms of Subscribers, Revenue, and Market Share in the company's key markets.

Company SWOT Analysis - outlines BT Group's Strengths and Weaknesses, and Opportunities and Threats facing the company.

Growth Strategies - understand BT Group's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyze the company's performance by business segment compared to other players across key markets on metrics such as Revenues, Customer Churn, MoU, and

Subscribers.

Key Developments - showcase BT Group's significant recent corporate events, changes, or product initiatives.

## **REASONS TO BUY**

How does BT Group rank among telecommunication service providers in the UK and globally?

What is the company's market share in the UK?

What are BT Group 's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2012 in terms of Subscriber and Revenue growth, ARPS, Customer Churn, and MOU?

How has BT Group performed in comparison to competitors such as Vodafone, and o2?

What are BT Group plc's strengths and weaknesses and what opportunities and threats does it face?

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Company SWOT Analysis  
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