

BT Group plc - Company Profile and SWOT Analysis

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Abstracts

BT Group plc. Company Profile and SWOT Analysis

Summary

BT Group plc. Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

BT Group plc (BT or 'the company') is a communications company that provides fixed, mobile and converged connectivity solutions that include networking, broadband, mobile, TV, IT services and related services and applications. The company has customer-facing units that sell solutions to its customers and corporate units that support the whole group. It provides its products and services through brands such as Openreach, EE, Plusnet and BT that include mobile, landline, broadband, and TV services, coupled with supplementary propositions like handsets, accessories, and insurance. BT operates in wholesale and retail markets. Its operations span across Europe, the Americas, the Middle-East, Africa, and Asia-Pacific. The company is headquartered in London, the UK.

Scope

Detailed information on BT Group plc required for business and competitor intelligence needs

A study of the major internal and external factors affecting BT Group plc in the

form of a SWOT analysis

An in-depth view of the business model of BT Group plc including a breakdown and examination of key business segments

Intelligence on BT Group plc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about BT Group plc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of BT Group plc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess BT Group plc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on BT Group plc's business structure, strategy and prospects.

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