

China Telecom Corporation Limited - Company Strategy & Performance Analysis

<https://marketpublishers.com/r/C674EDBD3AFEN.html>

Date: June 2017

Pages: 44

Price: US\$ 499.00 (Single User License)

ID: C674EDBD3AFEN

Abstracts

China Telecom Corporation Limited - Company Strategy & Performance Analysis

SUMMARY

China Telecom is the largest fixed segment telecom operator in China, holding a market share of 46.5% in 2016 with 258.2 million subscribers; offering a broad spectrum of telecommunication and entertainment solutions. The company has strong market position in all sub-segments of the fixed market. Its internet access services includes wireless internet access services, dial-up and broadband services.

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

Market leader in fixed segment

China Telecom is the largest fixed segment telecom operator in China, offering a broad spectrum of telecommunication and entertainment solutions. The company has leading market position in all sub-segments of fixed markets which includes voice and internet service. Its internet access services include wireless Internet access services, and dial-

up and broadband services. The wide range of services allowed it to maintain competitive position in the market.

Weak competitive position in mobile segment

The company has a weaker position in the mobile segment as compared to the competitors. It has a very lower mobile subscriber base as compared to its competitors such as China Mobile and China Unicom. The subscriber base for China Telecom stood at 206.2 million in 2016 while the subscriptions for China Mobile and China Telecom stood at 845.7 million and 293.4 million respectively. China Mobile's rapid technological advancements has impacted the company's competitive position.

Growing demand for IoT to bring revenue generating opportunities

China Telecom could leverage from the growing demand of cloud computing. China is the largest and growing market for cloud computing and IoT. The government is also taking initiatives to boost the penetration of the IoT market in the country. China's IoT market to is expected grow from US\$80,000 million in 2015 to US\$166,000 million by 2020.

SCOPE

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

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

Growth Strategies - understand China Telecom'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 such as Revenues, Customer Churn, MoU, and Subscribers.

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

REASONS TO BUY

How does China Telecom rank among telecommunication service providers in China and globally?

What is the company's market share in China?

What are China Telecom'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 China Telecom performed in comparison to competitors such as China Mobile, and China Unicom?

What are China Telecom's strengths and weaknesses and what opportunities and threats does it face?

Contents

Company Snapshot
Company SWOT Analysis
Growth Strategies
Company Performance
Competitive Landscape
Deals
Key Developments
ICT Spending Predictions
Financial Summary
Appendix

I would like to order

Product name: China Telecom Corporation Limited - Company Strategy & Performance Analysis

Product link: <https://marketpublishers.com/r/C674EDBD3AFEN.html>

Price: US\$ 499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C674EDBD3AFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970