

Nippon Telegraph and Telephone Corporation - Company Strategy Report

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Abstracts

Nippon Telegraph and Telephone Corporation - Company Strategy Report

SUMMARY

Nippon Telegraph and Telephone Corporation (NTT) is a telecommunication company based in Japan that provides fixed and mobile voice related services, Internet protocol (IP), packet communication services, system integration and telecommunication equipment. NTT occupies 45.3% of market share in the mobile segment and 64% in the fixed segment in Japan. It aims to expand its research and development capabilities and grow its businesses through collaboration with partners to increase its profits.

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KEY HIGHLIGHTS

NTT has a strong market presence

NTT DOCOMO is the leading mobile and fixed line services operator in Japan holding 45.3% and 64.0% market share respectively in 2016. The market share of mobile subscriptions increased from 61.0 million in 2012 to 73.5 million in 2016. NTT's strong

brand image has also allowed the company to maintain a leading position in terms of MOU. Its MOU grew at a CAGR of 5.6%, from 104.6 minutes per month in 2012 to reach 129.9 minutes per month in 2016.

Growing initiatives in cloud computing to help the company maintain excellent customer service

NTT is looking to leverage its technological advancements in computing and 5G services to provide easy and cost-effective solutions to their consumers and corporate customers. In March 2016, Ericsson announced that a multi-vendor NFV solution harnessing Ericsson's open NFV platform had been successfully launched for the commercial network of NTT DOCOMO. This provides connectivity and interoperability with any carrier class virtualized network function and Software Defined Networking.

NTT expanding collaborations with companies under the Hikari model

The company's main aim is to achieve a large-scale reduction in marketing costs by promoting collaborative projects with not only mobile network operators and ISPs but also with business operators in diverse industries including the energy industry, real estate industry, and security industry. Such collaboration would help to create high value-added services.

SCOPE

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

Company SWOT Analysis - Outlines NTT's Strengths and Weaknesses, and weigh Opportunities and Threats facing the company.

Growth Strategies - Understand NTT'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 NTT's significant recent corporate events,

changes, or product initiatives.

REASONS TO BUY

What are NTT's main growth strategies and how has the company been implementing them?

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

What is NTT's market share in the fixed and mobile services markets in Japan?

How has NTT performed in comparison to competitors such as SoftBank, J:COM and KDDI?

How will NTT seek to maintain its top spot in Japan when it comes to subscriptions?

Contents

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

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