

Orange S.A. - Company Strategy Report

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Abstracts

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SUMMARY

Orange is one of the largest telecommunication service providers in the world, with business in Western Europe, Central and Eastern Europe, and the Middle East and Africa. Its services include fixed, mobile and internet services. Orange's strong market share and huge customer base helps it to maintain its market leadership. It aims to diversify into new businesses and focus on innovation in the years to come to improve its operational effectiveness.

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

Orange's strong brand name enables it to post robust subscription growth rates

In 1994, the brand name Orange was created. By 2006, Orange had become the company's single brand for television, internet and mobile services in most of the countries in which the company operates. The Orange brand has a presence in 29 countries worldwide, which includes eight European countries and 21 countries in Africa and the Middle-East. Its overall mobile subscriptions increased at a CAGR of 8.1%

during 2012-2016, from 103.0 million in 2012 to 111.4 million in 2016.

The company's research and development capabilities helps it to offer better services

Orange has robust research and development (R&D) capabilities. This enables it to implement innovative technologies and deliver advanced products and services that meet its customers' critical needs. Orange operates a separate division known as The Orange Labs to carry out its technical research, design and deployment activities. In 2016, the Orange group had 6,844 patents in France and abroad to protect its innovations.

Orange's focus on inorganic growth strategies to expand its presence in the market

Strategic acquisitions provide a platform for further business expansion opportunity, through which the company would be able to serve the unmet needs of its customers. For example, to diversify its operations into mobile financial services, the company entered into an agreement to acquire a 65% stake in Groupama Banque, a mutual insurance company. The acquisition could help the company offer its customers banking services over the platform, creating a unique digital experience.

SCOPE

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

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

Growth Strategies - Understand Orange'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 Orange's significant recent corporate events, changes, or product initiatives.

REASONS TO BUY

What steps is Orange taking to diversify into new businesses and satisfy its customers' needs?

How does Orange rank among telecommunication service providers in Europe and globally?

What is the company's market share in its key markets in Western Europe, Central and Eastern Europe and the Middle East and Africa?

How has Orange performed when compared to competitors such as Telenet, Vodafone, Movistar, Belgacom, and Numericable-SFR?

How does Orange improve upon its customer relationships using digital tools?

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