

Verizon Communications, Inc. - Company Strategy & Performance Analysis

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Abstracts

Verizon Communications, Inc. - Company Strategy & Performance Analysis

SUMMARY

Verizon provides a range of products and services. It offers wireline and wireless voice and data services and telecom equipment across the US, catering both to business and government customers in the US. The company led the US market in terms of mobile subscriptions with 35% share of the mobile market followed by AT&T and T-Mobile. Its mobile subscriptions grew at 5.8% CAGR during 2012-16 to 146.0 million in 2016, mainly due to an increase in postpaid connections.

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

Leading positions in the US market

Verizon is one of the leading players in the US telecom market. Verizon holds nearly 35% of the US market share in mobile business. Market leadership attained from large scale of operations provides significant economies of scale and bargaining power. The

company's large customer base and strong brand recognition will facilitate effective penetration of new products and provides Verizon several cross selling opportunities.

Strong competitive position in mobile services

The company leverages its wide range of mobile services such as voice and data services to improve its subscription base. A wide range of services allows it to cater to various customers such as consumer, business and government customers in the US on a postpaid and prepaid basis. This enabled the company to improve its subscription base, which increased at a CAGR of 5.8% from 116.6 million in 2012 to reach 146.0 million in 2016

Strategic acquisition of Yahoo to expand presence in digital content

Verizon has entered into a definitive agreement to acquire the operating business of Yahoo, a US-based multinational technology company, for approximately \$4,800 million in cash. Yahoo connects and entertains a global audience of more than one billion monthly active users, including 600 million monthly active mobile users through its search, communications and digital content products. According to the company, the acquisition put Verizon in a highly competitive position as a top global mobile media company, and will help to accelerate its revenue stream in digital advertising.

SCOPE

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

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

Growth Strategies - understand Verizon'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 Verizon's significant recent corporate events, changes, or product initiatives.

REASONS TO BUY

How does Verizon rank among telecommunication service providers in the US and globally?

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

What are Verizon'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 Verizon performed in comparison to competitors such as Sprint and AT&T?

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

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