

France Telecom

<https://marketpublishers.com/r/F657C2352B3EN.html>

Date: September 2009

Pages: 17

Price: US\$ 895.00 (Single User License)

ID: F657C2352B3EN

Abstracts

France Telecom is Europe's third-largest operator by revenues. It holds a dominant position in the French market, as well as a number of other assets throughout Europe, the Middle East and Africa. France Telecom has just announced it is in negotiations with T-Mobile to combine the two UK businesses into a joint venture that would make it the dominant mobile operator in the UK. France Telecom has recently restructured at a group level, placing responsibility at a country level. This recognises the fact that it faces a different set of challenges in each of its markets, and therefore needs to develop an individual set of strategic goals for each. While it has seen some areas of poor performance, the changes it is making to transform its business into a more agile, simple and sustainable proposition make it a force to be reckoned with. In this report, Mark Giles and Carrie Pawsey examine France Telecom's operational strategy and financial performance.

Contents

EXECUTIVE SUMMARY

IN A NUTSHELL

OVUM VIEW

LAYING THE FOUNDATIONS FOR FUTURE GROWTH

SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

EXTERNAL CONDITIONS

REGULATORY ENVIRONMENT

COMPETITIVE ENVIRONMENT

FIXED LINE AND INTERNET

MOBILE

STRATEGY

'NEXT' COMPLETED

'ORANGE 2012'

SIMPLICITY

AGILITY

SUSTAINABILITY

MOBILE STRATEGY AT GROUP LEVEL

PERFORMANCE ANALYSIS

REGIONAL STRATEGIC APPROACH

FRANCE

**BROADBAND VALUE-ADDED SERVICES STALLING DOMESTIC FIXED REVENUE
DECLINE**

MOBILE SERVICES WEATHERING THE ECONOMIC STORM SO FAR

UK

**GROWTH IN THE UK'S FIXED MARKET IS PROVING MUCH HARDER TO
ACHIEVE**

MOBILE PERFORMANCE SUFFERS

SPAIN

POLAND

REST-OF-WORLD

COMPANY INFORMATION

STRUCTURE

FINANCIAL HIGHLIGHTS

SEGMENT PERFORMANCE

List Of Tables

LIST OF TABLES

Table 1: Key financials for individual business units

List Of Figures

LIST OF FIGURES

Figure 1: FT 2012 - core strategy

Figure 2: FT's key financials

I would like to order

Product name: France Telecom

Product link: <https://marketpublishers.com/r/F657C2352B3EN.html>

Price: US\$ 895.00 (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/F657C2352B3EN.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