

# France Telecom

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## 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.

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