Smart Communications, Inc. - Strategic SWOT Analysis Review

Description: Smart Communications, Inc. - Strategic SWOT Analysis Review

Summary

Smart Communications, Inc. (Smart) is a telecommunication company which provides wireless services in Philippines. The company operates as a subsidiary of Philippine Long Distance Telephone Company. It provides a wide range of telecommunications related products and services to its subscribers on GSM network. The product and service portfolio of the company includes prepaid and postpaid plans; Smart Money, a debit card coupled with mobile phone service for subscribers to purchase goods, pay bills and transfer funds; and broadband Internet services. It provides voice, multimedia messaging, text messaging and 3G services; mobile Internet services; international calling and texting services; mobile TV services; cash remittance services linked to cell phones; GoMail, a mass market push email service; iMode, a mobile technology that offers improved messaging and one-click access to web content; mobile e-mail services for prepaid and postpaid subscribers; and cell phones and related products online. The company is headquartered in Makati City, the Philippines.

Smart focuses on growth strategy. To achieve its strategy, the company focuses on technology innovations to fulfill the substantial needs of its subscribers. The company aims at providing market shaping services that could fulfill the needs of its customers. It also signed a partnership agreement with Vodafone, to serve its corporate customers with better network coverage, proportionate roaming rates across other countries with better cost-efficiency. The company is headquartered in Makati City, the Philippines.

GlobalData's Smart Communications, Inc. - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – GlobalData's summarization of the company's business strategy.
- SWOT analysis – A detailed analysis of the company's strengths, weaknesses, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Note: Some sections may be missing if data is unavailable for the company.

Reasons to Buy

- Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.
- Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.
- Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.
Examine potential investment and acquisition targets with this report’s detailed insight into the company’s strategic, business and operational performance.

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