



STRENGTHS (+)



- 1 Strong brand recognition and customer base
- 2 Diverse portfolio of services and offerings
- 3 Broad coverage and network reliability
- 4 Content distribution and media assets
- 5 Strong customer service and support

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OPPORTUNITIES (+)



- 1 Expansion into new markets and services
- 2 Growth in 5G technology and network expansion
- 3 Expansion into the Internet of Things (IoT)
- 4 Strategic partnerships and acquisitions
- 5 Development of bundled and integrated services

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WEAKNESSES (-)



- 1 Declining market share in wireless services
- 2 Legacy infrastructure and maintenance costs
- 3 High debt burden and financial obligations
- 4 Limited presence in rural areas
- 5 Dependency on third-party providers

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THREATS (-)



- 1 Intense competition from Verizon, T-Mobile, and other telecom companies
- 2 Changing regulatory landscape and policies
- 3 Shifting consumer preferences and demands
- 4 Data privacy and security concerns
- 5 Technological disruptions and obsolescence

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