

## ***Alcatel Lucent***

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

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Alcatel Lucent provides telecom solutions for service providers, enterprises and governments worldwide. Alcatel Lucent offers the end-to-end network solutions including fixed, mobile and converged broadband access, carrier and enterprise IP technologies, applications, and services. The company’s Bell Labs is one of the largest research, technology and innovation organizations focused on communications. It operates in more than 130 countries. It is headquartered in Paris, France and employees about 77,700 people.

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## Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
<b>Internal</b>	<b>Strengths</b> <ul style="list-style-type: none"><li>➤ Leading market position</li><li>➤ Diversified operations</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>➤ Weak operating performance</li><li>➤ Lack of presence in other related telecom markets</li></ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>➤ Growing demand for broadband</li><li>➤ Increasing adoption of 3G technology and demand for related solutions</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>➤ Economic uncertainties</li><li>➤ Operator consolidation and network sharing</li></ul>

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