

ASTRO MALAYSIA SWOT ANALYSIS

Astro All Asia Networks plc (ASTRO) -Financial and Strategic SWOT Analysis Review The company is headquartered at Kuala Lumpur in Malaysia. Astro was.

SWOT does not show how to achieve a competitive advantage, so it must not be an end in itself. Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. This could be possible as costs are low currently. Strategy is about making choices and weakness are the areas where an organization can improve using SWOT analysis and build on its competitive advantage and strategic positioning. Liability laws in different countries are different and Astro Resources NI may be exposed to various liability claims given change in policies in those markets. Price The product is a premium product and also a personal one as it is found within the viewers homes. This is in keeping with one of the more current marketing trends place promotion staff at malls and in major supermarkets. Currently a debate is being conducted through newspapers on the need to increase English language skills. Ravaswami wrote a memo to Ms. Technological developments: technology comes with numerous benefits among many departments. I analyzed Mr. Castle not to invest on the leadership training because it will a waste of time and the money can be spent more wisely. The second step of the method used is to identify the reasons that Mr. Exchange Rate: the exchange rate keeps fluctuating and this affects a company like Astro Resources NI that has sales internationally, while its suppliers are local. AstroLife is open to all Astro subscribers at no additional cost and gives viewers fun, action and excitement on and off the screen. Weaknesses A high proportion of property in use by Astro Resources NI is on rent, and rental charges need to be paid. The government has also announced a subsidy on the sale of environmentally friendly goods in this sector. Article continues after advertisement There are gaps in the product range sold by the company. Another advantage despite the slight dip in the economic growth rate that Malaysia has is a favorable prediction for growth in the economy. We take pride in our proactive approach, and have embodied this in a Code of Business Ethics to guide us in our daily undertakings and actions. The limitation of the weighted SWOT analysis is that it does not look at how holistically different factors affect the business when combined. This means the target market are more likely to get what they want leading to greater customer satisfaction and therefore continued subscription. Words: - Pages: 3 Valuation of Startup Companies SWOT Analysis of Astro Strengths Weaknesses - Diversity - Customization of channel choices - Largest media company in terms of revenue and profit - Strong brand name - Pioneer with market leadership - 20 year exclusive DTH license - government backing - joint venture with Maxis, Malaysias leading network operator. Rented Property: A significant proportion of the property that Astro Resources NI owns is rented rather than purchased. With the current structure of the industry, it is a monopoly until very recently, it is expected that prices would be set very high to recover the cost of investment which is characteristic of a monopoly. Economical All businesses are affected by economical factors both national and global. It has been under Dan Form International Limited since