AT&T Market Analysis

Institution Affiliation

Date

**Industry Description**

 AT&T is involved in the telecommunication industry as well as mass media. This is an industry that has been growing year on year as well as has maintained a constant flow of revenues. It is correct to state that majority of the people that are involved in the industry have recorded an increase in the income amounting to more than 800 million dollars annually. It is also notable that the company’s services can be assessed and considered to be in the maturity stage. This is because the company has been able to move from the introduction level when the mobile phone were relatively new in the market and went up in the growth state. The maximum growth had stopped, and the majority of operations currently run from one level (Winston and Weinstein, 2016). The target market for the company includes the young people who are getting new phones and beginning to use them. Second are the older generations that subscribe to their services in the different areas and lastly, the business that use subscription services from the company to run their services.

**Target market**

The target market that I chose is the young generation people that are acquiring new phones and using them for their day to day communication with other people. The primary characteristics of this market include that they are involved in texting a lot as compared to calling. They are also active all day with a peak of the evening before bed (Claffy, Dhamdhere, Clark and Bauer, 2016). The main features that this target market is looking for from the business include the affordability of airtime and services. This is because they do not have a lot of disposable income. They are also looking for services that are dependable and uninterrupted throughout the day. The target market is more of the main topic for the companies that are in the telecommunication industry. The main reason is that there are very many youths that are in the country and they all need to communicate hence forming a large market.

**Competitive analysis**

 The most successful company that is a competitor of AT&T is Verizon Communications. This is a corporation that has the biggest distribution of wireless communication services. The company has operations in America as well as the great northern America. The two strengths of the competitor are that they have their product base narrowed down to telephone services as well as have considerable finances to run their operations and marketing (Besen, Kletter, Moresi, Salop and Woodbury, 2013). Their weaknesses, on the other hand, include the fact that they do not have diversification with regard to their sources of revenues and second, the do not cover a large geographical region as AT&T. The strategy for the two companies is not the same as AT&T is focused more on diversification while on the other hand, the target market is the same and this includes the many youths in the society.

**Regulations**

 AT&T may be affected by new rules that affect the operations ranging from the different charges that they are allowed to offer their customers. It is notable that new laws as such change the amount of revenue that the company is able to get from their operations. Second, this law may influence the overall profitability of the company, and lastly, it dictates the services that the firm must provide to its competitors. This is also in a bid to ensure that there is fair play within the competitive bid and this also goes a long way in governing the industry and the way different players participate in the market.

References

Claffy, K., Dhamdhere, A., Clark, D., & Bauer, S. (2016). First amended report of at&t independent measurement expert: Reporting requirements and measurement methods.

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Winston, W., & Weinstein, A. (2016). *Defining your market: winning strategies for high-tech, industrial, and service firms*. Routledge.