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Evaluation of Competitive Strategies for Telecommunication Broadband Development in County-Level Cities: A Case Study

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Abstract: In today's digital era, broadband network has become the cornerstone of promoting economic and social development, especially county-level cities have become one of the crucial areas for telecom service providers to compete for market share. In order to deeply explore the development and competition strategy of telecom broadband in county-level cities, this thesis uses SWOT analysis to systematically analyze the advantages, disadvantages, opportunities and threats of telecom operators in county-level cities through the case of telecom broadband in Dengzhou City, Henan Province, and based on this analysis, analyzes the factors such as market positioning, pricing strategy, service quality, and promotional means, etc., and deeply analyzes the current situation and future development trend of the telecom broadband market in county-level cities. The current situation and future development trend of the telecom broadband market in county-level cities are analyzed in depth.

Keywords: County, Telecom Broadband, Competitive Strategy, SWOT Analysis, Case Study.

1. Introduction

1.1. Background and significance of the study

With the development of network technology and the gradual liberalization of the telecommunications industry, worldwide, the fixed-line business has been continuously replaced and diverted, and the trend of declining revenues in this part has been irreversible; while at the same time, the explosive growth of various emerging telecommunication businesses has provided fixed-line operators with the means to provide a variety of value-added services and information services. In this situation, many domestic operators have put forward the goal of business development and transformation, without doubt, informationization and data business is the goal of all telecom companies to transform. And the Internet is becoming an indispensable part of people's lives, signaling good opportunities for broadband business development.

On the other hand, the state of telecom broadband development in China's county-level cities, as the frontline of urbanization and informatization development, has a far-reaching impact on the digital economy and social progress of the whole country. Against this backdrop, major telecom operators are engaged in fierce competition for market share in the county-level market by formulating rational competitive strategies. This competition not only has a direct impact on the development of the telecommunication industry, but is also a key force in shaping the entire national informationization pattern. In this competitive environment, the competitive strategies of telecommunication operators are particularly critical, and they not only directly affect the competitiveness of the enterprises themselves, but also play a pivotal role in promoting the economic and social development of county-level cities. Therefore, this study aims to comprehensively assess the competitive strategies formulated by each telecom operator in the development of telecom broadband in county-level cities by taking Dengzhou City in Henan Province as an example, as well as the use of SWOT analysis, in order to provide strong theoretical support and practical guidance for the development of the industry. Through this study, we will gain a deep understanding of the current situation of the telecom broadband market in county-level cities and explore the potential development opportunities and challenges, so as to provide telecom operators with scientific and reasonable decision-making support, and to promote the informatization of the county-level market and the digital economy to achieve more significant achievements.

1.2. Research Methods

(1) Literature research method: literature research is to determine the selected topic, on the basis of extensive reading and understanding of the literature in the research field related to the selected topic, to summarize and organize, synthesize and analyze and comment on the thinking. Literature research constitutes the research foundation of this paper, and literature research has a significant impact on the selection of the research object, research ideas and research methods of this paper. Aiming at the theme of telecom broadband development, we have comprehensively sorted out the existing foreign and domestic studies on telecom market competition and network investment, telecom industry operational efficiency, telecom infrastructure and economic growth, and pointed out the shortcomings of the existing studies. In short, the literature study provides a solid theoretical foundation for this paper, and also guides a clear and specific research direction and angle.

(2) Comparative analysis, comparative analysis is a method to study the similarities and differences between two or more things. It is widely used in the research and decision-making process in different fields. In this paper, by comparing and contrasting, we learn about the marketing strategies between different operators and understand the differences and similarities between different objects more comprehensively, so as to draw a conclusion or make a decision, and the comparative analysis method is used throughout this study.

(3) SWOT analysis: By analyzing the strengths and

weaknesses, opportunities and threats of the enterprise, we understand the actual situation of the enterprise, and then through the combination of the SWOT model, we analyze the SWOT model in two-by-two combinations, and then combine with the internal and external environments of the enterprise, so as to build a strategy suitable for the marketing of the enterprise. Through SWOT analysis, it can help enterprises focus their maximum resources and executive power to their own strengths and opportunities in the larger aspects, so that the enterprise's marketing program with half the result with half the effort. In the SWOT analysis, the analysis of the strengths and weaknesses of the enterprise is mainly focused on the enterprise's own strengths, and compared with competitors, while the analysis of opportunities and threats will focus on the changes in the external environment faced by the enterprise and the impact of the development of the enterprise. Through the systematic analysis of the four aspects, we can clearly analyze the current competition of the enterprise in a certain field.

2. Literature Review

2.1. Current status of telecommunication broadband development

As a key component of the digital society, the development status of telecommunication broadband is both a reflection of scientific and technological progress and directly related to the digitalization process of the country and region. Globally, the rapid advancement of telecommunication broadband is a symbol of the vigorous development of the information society. In high-income countries, broadband penetration is relatively high, providing strong support for the prosperity of the digital economy; while in some developing countries, policy and investment are becoming the key to promoting broadband network construction. Domestically, China's telecom broadband market has experienced sustained rapid growth, with network technology constantly upgraded and user demand for broadband increasing. Understanding the current status of telecom broadband development helps us to grasp the industry development trend more comprehensively and provides background support for the evaluation of competitive strategies of telecom broadband in county-level cities.

2.2. Competitive Strategy Theory

Competitive strategy theory is a basic theoretical system to study how enterprises gain competitive advantages in market competition. Among them, Porter's five forces model, as one of the classics, systematically analyzes the external competitive environment faced by enterprises. The model includes five forces from buyers, suppliers, substitutes or services, new entrants and existing competitors. By analyzing these forces in depth, enterprises can formulate competitive strategies in a more targeted manner to enhance market competitiveness. Understanding the essence of the competitive strategy theory will provide a theoretical framework and analytical tools for the subsequent evaluation of the competitive strategy of telecom broadband in county-level cities.

2.3. Case Study of Telecom Broadband in County-level Markets

Telecom broadband development in county-level markets is characterized by certain characteristics due to geographic specificities and user needs. Past case studies provide opportunities for deeper understanding in this area. By reviewing the previous case studies on telecom broadband in relevant county-level markets, we can understand the market characteristics of different regions, the strategic choices made by various operators, and the market responses. The methodology and conclusions of the previous studies provide us with valuable experience that can contribute to a more scientific design and conduct of the competitive strategy assessment of telecom broadband development in county-level cities in this paper.

Through the literature review of the current state of telecom broadband development, competitive strategy theories, and case studies of telecom broadband in county-level cities, we will gain a more comprehensive understanding of the overall landscape of the global and domestic telecom broadband markets, and provide theoretical support and empirical evidence for an in-depth analysis of the competitive strategies of telecom broadband in county-level cities.

3. Dengzhou Telecom Broadband Market Analysis

3.1. Current Situation of Dengzhou City Telecom Broadband Market

Dengzhou City is located in the south-central part of Henan Province, close to a number of important cities, including Zhengzhou and Luoyang. Its convenient geographic location makes it an important transportation hub connecting various places, which has a profound impact on the demand for telecom broadband services; it has a relatively large population size. Its high population density means more potential users, which also makes the telecom broadband market in the region larger and more competitive. Moreover, Dengzhou City has a relatively significant economic position in Henan Province, and its industrial structure is dominated by agriculture, industry and other diversified, which makes the region's economic activities have a multi-level and multi-directional impact on the demand for telecommunications broadband.

(1) Market size. The size of the telecom broadband market in Dengzhou City is a key indicator for assessing the development of telecom business in the region. According to the latest statistics, what is the trend of the size of the city in terms of the number of telecom broadband subscribers and market revenue? The size of the telecom broadband market has a profound impact on understanding the popularity of telecom services in the region, the market potential and the development space of operators.

(2) Subscriber Structure. The user structure of the telecom broadband market is an important dimension in market research. In Dengzhou City, are the users of telecom broadband mainly distributed in urban or rural areas? What is the proportion of users of different age groups, occupations and income levels in the market? Understanding this information helps telecom operators to better develop differentiated marketing strategies to meet the needs of different groups.

(3) Competitive landscape. The competitive landscape of the telecom broadband market is critical to understanding the market share and competitive landscape of each telecom operator in the region. Is there a monopoly or oligopoly in the telecom broadband market in Dengzhou City? What is the market share distribution of each operator? These factors are

directly related to the degree of competition in the market and the strategic choices of the operators.

(4) Service level. The service level of the telecom broadband market is a key factor in evaluating the comprehensive strength of telecom operators. How satisfied are users with network speed, stability and after-sales service? Are there any problems of insufficient network coverage or service quality? Understanding these situations helps to consider the impact of each factor more comprehensively in the subsequent analysis of competitive strategies.

(5) Technology development trend. With the continuous development of technology, the telecom broadband market is also evolving. What is the application of new technologies in Dengzhou City, and how has the popularization and application of 5G technology impacted the market? Understanding technology development trends helps telecom operators formulate longer-term development strategies.

By analyzing the comprehensive profile of the telecom broadband market in Dengzhou City, we can gain a deeper understanding of the current status of this market, which provides a basis for subsequent evaluation of the competitive strategies of telecom operators.

3.2. Dengzhou Telecom Broadband Business Market Competitive Analysis

3.2.1. Advantages

Strong infrastructure: China Telecom enjoys strong infrastructure support in the telecom broadband market in Dengzhou City, including a wide-coverage network and advanced technical support. This enables China Telecom to provide high-quality and stable broadband services to meet users' demand for network performance.

Good market reputation: China Telecom has accumulated an excellent market reputation in Dengzhou City, and subscribers have a high level of trust in its services. This advantage not only helps maintain existing subscribers, but also lays a reliable foundation for attracting new subscribers. Good reputation is expected to become a competitive advantage in the market competition.

Diversified product packages: China Telecom meets the diverse needs of different user groups by offering diversified broadband product packages. This diversified product portfolio provides users with more choices, enabling China Telecom to better meet the diversified needs of the market and promote the increase of market share.

3.2.2. Disadvantages

Increased competitive pressure: With increasing market competition, China Telecom faces fierce competition from other telecom operators in Dengzhou City. This may lead to a decline in market share, requiring China Telecom to adopt effective competitive strategies to maintain its market position.

High cost of network upgrade: In order to maintain its leading position in the market, China Telecom may need to continuously upgrade its network to keep up with the development of technology. This will bring high investment costs and may put some pressure on the company's financial position.

3.2.3. Opportunities

5G technology application: introducing and promoting 5G technology is a way for China Telecom to embrace new opportunities in Dengzhou City. By enhancing network speed and service quality, China Telecom is expected to meet the growing demand for high-speed broadband from its subscribers and further consolidate its market share.

Expanding market share: Utilizing its strong infrastructure and diversified product packages, China Telecom has the opportunity to expand its market share in Dengzhou City. Through precise market positioning and innovative services, China Telecom can attract more users and increase its market share.

3.2.4. Threats

Competition from new entrants: as new telecom operators enter the market, increased competition may pose a threat to China Telecom. New entrants may compete for market share through innovative services and competitive pricing strategies, requiring China Telecom to improve its competitiveness.

Challenges posed by technological change: The continuous evolution of technology may pose a challenge to China Telecom, requiring it to continuously upgrade and adapt to new technologies. If it fails to keep up with them in a timely manner, China Telecom may face the risk of losing market share. Therefore, continuous technological innovation and upgrading is necessary.

4. Analysis of Dengzhou Telecom's Broadband Competition Strategy

4.1. Market Positioning

China Telecom's market positioning in Dengzhou telecom broadband market is the core of its competitive strategy. Market positioning is directly related to the enterprise's position in the market and the selection of target users. For China Telecom, by analyzing its market positioning in depth, we can reveal its target user groups, service positioning and differentiation strategies in Dengzhou City.

China Telecom's market positioning may be based on a deep understanding of the telecom broadband market in Dengzhou City by identifying its strengths and characteristics to meet the needs of specific user groups. This may include differentiated market positioning for different industries, age groups, income levels, and other factors. By providing customized services and products, China Telecom can better meet the needs of different users and increase market penetration. In addition, market positioning may also involve the positioning of competitors. By understanding the market positioning of competitors, China Telecom can formulate corresponding competitive strategies so as to occupy a favorable position in the market.

4.2. Price Strategy

In the Dengzhou telecom broadband market, China Telecom's price strategy is an important part of its competitive strategy. The price strategy directly affects the choice of users and the acquisition of market share. For China Telecom, we will deeply analyze its strategy in terms of broadband price positioning and package design.

China Telecom may adapt to market demand and competitive landscape through flexible pricing strategies. This may include regular promotions, innovative design of package combinations and pricing strategies for different speed grades. By adjusting its pricing strategy, China Telecom is expected to better meet the differentiated needs of its subscribers in terms of price sensitivity and improve its competitiveness in the market. In addition, the implementation of the pricing strategy needs to take into

account the changes in cost structure, profitability targets and market demand. In formulating its pricing strategy, China Telecom may take these factors into consideration to ensure that it achieves a sustainable competitive advantage in the market.

4.3. Quality of Service

In the telecom broadband market, service quality is one of the key factors for users to choose service providers. China Telecom's service quality involves various aspects such as network speed, stability, and after-sales service. By analyzing its service quality strategy in depth, we can assess China Telecom's image and market reputation in the minds of users.

China Telecom may ensure its competitive advantage in service quality by providing high-speed and stable network services. This may include measures such as continuously upgrading network infrastructure, optimizing network topology and increasing bandwidth. In addition, actively improving the after-sales service system and providing timely and effective customer support are also key to enhancing service quality. By focusing on service quality, China Telecom can win the trust of its subscribers and build a good reputation. Users' satisfaction with service quality directly affects their loyalty and brand loyalty to China Telecom.

4.4. Promotion Means

Promotion is a key link that affects market recognition and user selection. China Telecom's promotion means involve advertising, promotional activities, marketing channels and other aspects. By analyzing China Telecom's promotion strategies in depth, we can understand its publicity and promotion strategies in the Dengzhou market.

China Telecom may increase its brand awareness through multi-channel advertising, including TV ads, online ads, print media, etc. Meanwhile, promotional activities for specific time periods and holidays may be an effective means to increase market share. In addition, expanding marketing channels and increasing the exposure of products and services by establishing cooperative relationships are also important means of promotion. Through the skillful use of promotion, China Telecom can strengthen its communication with subscribers, deliver brand concepts, and improve its brand recognition in the Dengzhou market, which in turn attracts more potential subscribers.

5. Conclusion

Through an in-depth study of the competitive strategies of telecom broadband development in county-level cities, combined with a comprehensive assessment of SWOT analysis, we have successfully revealed the strengths, weaknesses, opportunities and threats of each operator in terms of market positioning, pricing strategies, service quality and promotional tools. This provides strong guidance and recommendations for the future development of the telecom industry in the county market.

The competitive landscape of the telecom broadband market shows a dynamic and complex trend, requiring operators to have flexible and adaptable strategies to adapt to the constant changes in the market. In future competition, differentiated positioning will be an important way to enhance competitive advantage. By meeting the personalized needs of different user groups, operators can establish a unique brand image in the market and increase user loyalty; flexible pricing strategies will also become a winning strategy in future competition. As market competition intensifies, operators need to optimize their pricing strategies to flexibly respond to changes in market demand and ensure that their product prices are competitive while maintaining profitability. Service quality is the determining factor for subscribers in choosing telecom service providers, so optimizing the quality of service will become an important means for telecom operators to gain market share. By continuously upgrading network infrastructure and optimizing after-sales services, operators can win the trust of subscribers and increase market share. Innovative promotional tools are an effective way to increase brand exposure and attract subscribers. Operators can actively explore cooperation with new media and social platforms and design creative advertising campaigns to enhance brand influence and attract the attention of more potential users; in the future, operators need to pay close attention to the development of 5G technology and integrate it into their products and services to improve network speed and stability. Meanwhile, the application of intelligent services, ecosystem building, and focus on sustainable development will be the future trends of the telecom broadband market. Taken together, this study provides telecom operators with insights and strong recommendations to lead them to better cope with the fierce competition in the county-level telecom broadband market and meet the challenges of the digital era. Operators are advised to remain flexible, innovate, and enhance their services in the future to ensure greater success in the highly competitive market.

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