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ROYAL MAIL GROUP PLC SWOT & PESTLE ANALYSIS

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Company Name : Royal Mail Group plc

Company Sector : Logistics, Postal and Delivery Services

Operating Geography : United Kingdom, Europe, Global

About the Company : Royal Mail Group plc is a multinational company providing postal and courier services headquartered in London, United Kingdom. The company was founded by King Henry VIII in 1516, and was considered to be a part of the British governmental framework. The Royal Mail Group has two important segments namely- the Royal Mail & Parcelforce Worldwide and the General Logistics Systems (GLS). Apart from these, the company owns a few other subsidiaries like eCourier, StoreFeeder etc. The company has a 500 year long history during which it was initially fully owned by the British government. They established Britain's iconic red pillar boxes all across the country since 1852 to enable people to drop their letters and parcels with ease. The company endured several statutory changes in its structure and working through the years and was finally privatized in 2013. Royal Mail "collects, sorts and delivers letters and parcels". The company is UK's only designated Universal Service Provider, its most distinctive feature is its policy of "one-price-goes-anywhere". The company has received several awards like 'Mental Health Initiative of the Year' award at the Workplace Savings and Benefits Awards in 2018, it was listed in the 'Times Top 50 Employer for Women' list for the 6th consecutive year in 2019 for its gender-neutral work environment. Royal Mail & Parcel Force as of 2021 have a total strength of 137300 employees; 50800 vehicles, 37 mail centres and a local collection network of 11100. The General Logistics Systems (GLS) collects, sorts and delivers parcels across Europe, US and Canada. It was founded in 1999 and headquartered in Amsterdam, Netherlands. As of 2021 GLS has a total of 21,300 employees, 250,000+ clients and operates across 40 countries.

Royal Mail Group's vision is to create a more balanced and diversified parcels led, international business with the help of its guiding values which places an emphasis on customers and aims to provide reliable and worthy services. Its mission is to successfully connect customers, companies

and countries.

Revenue :

£ 10,840 million – FY ending 29th March 2020 (y-o-y growth 2.45%)

£ 10,581 million – FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Royal Mail Group plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest and most accessible letters and parcels network 2.Strong balance sheet ensuring confidence in investors 3.Established technology infrastructure in all businesses 4.Leading brand position in majority of Europe 	<ul style="list-style-type: none"> 1.Rate of letter volume declines increasing 2.Debate in B2B activity which has minimal failure rate
Opportunities	Threats
<ul style="list-style-type: none"> 1.Cross-border proposition to enhance geographical expansion 2.Increased online shopping creating demand for express delivery 3.High growth in B2C delivery activities 	<ul style="list-style-type: none"> 1.High network volatility due to Covid-19 pandemic 2.Fall in direct mail advertising's share to give lower letter volumes 3.High exposure to commodity price risks

PESTLE Analysis :

The PESTLE Analysis for Royal Mail Group plc is given below:

Political	Economical
1.Uncertainty around Brexit to result in lower business volumes	1.Slowdown in Eurozone to affect business performance negatively 2.Challenging trading conditions resulting in lower trade volumes
Social	Technological
1.Customers demanding safer means for delivery 2.Increase online shopping leading to spike in B2C parcels 3.Pandemic results in doubling of temporary jobs during Christmas	1.Leveraging parcel technology investments to capture parcel growth 2.Alternative transport technologies to avoid risk from uncertain fuel prices
Legal	Environmental
1.Covid related legislative charges could lead to financial and goodwill loss 2.Pending decision regarding breach of competition damaging to brand	1.Climate change could lead to water and procurement costs 2.Recyclable packaging as a solution to reduce wastage

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