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GENUINE PARTS COMPANY SWOT & PESTLE ANALYSIS

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Company Name : Genuine Parts Company

Company Sector : Automobile and Industrial parts distribution, Office Supplies

Operating Geography : United States, North America, Global

About the Company :

Genuine Parts Company (GPC) is an American service company that dispenses automotive and industrial replacement parts, office products, and electrical and electronic materials. GPC has over 2,600 locations around the world that serve a wide range of customers. It is the parent company of the NAPA Auto Parts brand. It is headquartered in Atlanta, Georgia, U.S. In 1925, Carlyle Fraser purchased Motor Parts Depot in Atlanta, Georgia, and formed GPC and later it was renamed Genuine Parts Company. Other than body parts, the Automotive division supplies replacement parts for virtually all makes and models of automobiles, trucks, and other vehicles. The industrial division provides industrial bearings, mechanical and fluid power transmission devices, including hydraulic and pneumatic products, material handling components, and related parts and supplies. The Office Products division sells a wide range of office supplies, computer hardware, office furniture, and business equipment. The Electrical/Electronic Materials division sells a wide range of electrical/electronic materials, such as insulating and conductive materials, for use in electronic and electrical equipment. As of February 2021, the company is ranked 171 on the Fortune 500 list.

Genuine Parts Company's Unique Selling Point or USP lies in it being specializing in replacement parts for automobiles and a variety of other industrial devices. It is regarded as one of Mexico's leading automotive aftermarket organisations. The company's mission statement reads, "At Genuine Parts Company, we strive to be the employer of choice for each of our associates, the supplier of choice for all of our customers, a valued and preferred customer to each of our suppliers, a respected community member, and an investment of choice for all of our shareholders".

Revenue :

\$16,537 million - FY ended December, 31st 2020

\$17,522 million - FY ended December, 31st 2019

SWOT Analysis :

The SWOT Analysis for Genuine Parts Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established and trusted in the markets with diversified business 2.Global company with strong distribution network of over 10,000 locations 3.Strong growth of revenue and profits with strong balance sheet 4.Consistent shareholder returns with dividend increase for 64th consecutive year 	<ul style="list-style-type: none"> 1.Much lower return on equity, return on assets, return on investment ratio compared to industry
Opportunities	Threats
<ul style="list-style-type: none"> 1.Average life of motor vehicles increasing requiring more repair and maintenance 2.Growth prospect in European markets 3.Strengthen omni-channel capabilities and employ e-commerce 	<ul style="list-style-type: none"> 1.Shift of many industries and manufacturers from North America to Asia over the last decades 2.Rise of complexity and use of digital tech impacting the ability of non-OEMs to repair 3.OEMs able to detect third party repair and void warranty 4.Rise in adoption of electric and hybrid cars which require much less maintenance 5.Rapid rise of the extended warranty market

PESTLE Analysis :

The PESTLE Analysis for Genuine Parts Company is given below:

Political	Economical
1.Companies quit China after US-China relations turn acrid. 2.Governments around the world helping and giving incentives to EV manufacturers	1.Fluctuating oil prices to impact automobile industry 2.Automotive industry hardest hit by Covid pandemic
Social	Technological
1.Americans preferring cars over public transport 2.Rise of ride sharing and door to door cab service such as Uber and Lyft over the decade 3.The younger generation less interested in owning cars 4.Increased consumer preference for personal vehicles over public transport after covid pandemic	1.Rise of automation and robots in industries and manufacturing
Legal	Environmental
1.Vehicular emission laws to transform automotive industry 2.New laws promoting Right to repair	1.Reducing customer's carbon footprint through recycling and remanufacturing 2.Recognised for sustainability, receiving Hondas North Americas sustainability award, metro Atlanta's E3 award among others

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