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## JARDINE MATHESON HOLDINGS SWOT & PESTLE ANALYSIS

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**Company Name :** Jardine Matheson Holdings

**Company Sector :** Diversified

**Operating Geography :** China and Southeast Asia, Global

**About the Company :**

Jardine Matheson Holdings Ltd. is a diversified Asian-based group, headquartered in Hong-Kong. It was founded by William Jardine and James Matheson in 1832. The group has a wide-range of portfolio of market-leading businesses with cash generating activities and long-term property assets. These market-leading businesses work with major sectors such as motor vehicles and related operations, property investment and development, food retailing, health and beauty, home furnishings, engineering and construction, transport services, restaurants, luxury hotels, financial services, heavy equipment, mining, and agribusiness. The group mainly operates in China and Southeast Asia where the customers can leverage its experience, expertise, networks and long-standing relationships in the region. As of early 2021, the company has 403,000 employees in approximately 9 group offices and around 13 regional offices. On June 2011, Jardine Matheson announced to offer HK\$10 million as incentives to support the vaccination drive, ease travel restrictions, and support the recovery of economy in Hong Kong. The company is ranked 462 in Fortune Global 500 rank as of 2021.

Jardine Matheson's unique selling proposition or USP lies having a diverse portfolio of market-leading businesses in Asia. Jardine Matheson's mission statement reads, "Our goal is to help Group companies achieve sustainable growth over the long term by providing financial and other resources."

**Revenue :**

USD 32,647 million - FY ending 31st March 2020 (y-o-y growth -20%)

USD 40,922 million - FY ending 31st March 2019

## SWOT Analysis :

The SWOT Analysis for Jardine Matheson Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Major contributions from Greater China</li> <li>2.Special focus on automobile sector</li> <li>3.Strong balance sheet and liquidity</li> <li>4.Broad portfolio of market-leading businesses</li> <li>5.Focused on driving operational excellence through innovative technologies</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited geographic coverage area for markets.</li> <li>2.Declining shareholders' profit levels from Dairy Farm</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rapidly growing consumer markets in Greater China.</li> <li>2.Investment opportunity in firms which benefit from regional economic development.</li> <li>3.Success of multi-year transformational program</li> </ul>	<ul style="list-style-type: none"> <li>1.Delisting and Restructuring of the holdings, bothering the investors-</li> <li>2.COVID-19 situation causing reduction in revenue</li> <li>3.Unrest in Hong Kong hinders in the company's operations and the law may interfere in management</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Jardine Matheson Holdings is given below:

Political	Economical
1.Political instability in Hong Kong 2.New Law Policy of South China Sea facing criticism	1.Covid-19 impact on global economies
Social	Technological
1.Developing Self-Learning Platform in the changing era 2.Movement Restrictions and the changed mindset of the people impacting football severely	1.Launching digital Platform to attract more customers 2.Automobile sector to be driven by innovation and digitization
Legal	Environmental
1.Investors opposition upon company's buyout deal	1.United stand to meet and achieve the UN's Sustainable Development Goals 2.Entry in the World Business Council for Sustainable Development [WBCSD]

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