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RENTOKIL INITIAL SWOT & PESTLE ANALYSIS

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Company Name : Rentokil Initial

Company Sector : Pest Control

Operating Geography : United Kingdom, Europe, Global

About the Company :

Rentokil Initial is a business services company based in the United Kingdom. It is primarily focused on route-based services, such as pest control and hygiene, as well as a variety of smaller specialised services such as plants, medical services, property care, and specialist hygiene. The company is a constituent of the FTSE 100 Index and is traded on the London Stock Exchange. Harold Maxwell-Lefroy, Professor of Entomology at Imperial College, London, established the business in 1925. Rentokil, Initial, Steritech, and Ambius are the four global names under which the company's division operates. The company serves over a million consumers, ranging from multinational pharmaceutical, industrial and food manufacturing corporations to small businesses, restaurants, and private residences. The business employs 43,000 individuals in 83 countries, providing multi-national knowledge and expertise while maintaining the agility and characteristics of a local company. Rentokil Initial acquired Terminix in October 2022, making it the top pest control company in the world.

Rentokil Initial's USP is that it is the world's leading provider of commercial pest control services. The mission statement of the company reads, "Rentokil Initial provides services that protect people and enhance lives. We protect people from the dangers of pest-borne disease and the risks of poor hygiene. We enhance lives with services that protect the health and wellbeing of people, and the reputation of our customers' brands".

Revenue :

£ 2,956,6 million - FY ending 31st December 2021 (y-o-y growth 5.5%)

£ 2,823.5 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Rentokil Initial is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Globally unmatched digital pest control platform 2.Global leader in pest control 3.Consistent performance through compound growth model 4.Leading commercial hygiene services provider 	<ul style="list-style-type: none"> 1.High accumulated bad debt due to exposure to loss making sectors
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand in air hygiene 2.Increased fear of pathogens increases disinfectants demand 3.Washroom cleanliness market to see growth 4.International expansion in the emerging markets 5.Strategic mergers & acquisitions to facilitate growth 	<ul style="list-style-type: none"> 1.Strong competition from regional full-service companies 2.Losses due to non-compliance with competition authority

PESTLE Analysis :

The PESTLE Analysis for Rentokil Initial is given below:

Political	Economical
1.WHO's food safety promotion will increase demand	1.Gloomy market for commercial properties reduces demand
Social	Technological
1.Growing middle class increases the hygiene standards 2.Employee wellbeing at workplace, a growing trend	1.Digitally monitored hygiene consumables will save resources 2.Tech-leveraged innovative products to drive growth
Legal	Environmental
1.Subject to comply with various laws and regulations 2.Allegations of violating California state laws	1.Growing emissions in the air will necessitate air filtration 2.Global warming responsible for spread of pests

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