
S&P TEST

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SATS LTD. SWOT & PESTLE ANALYSIS

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Company Name : SATS Ltd.

Company Sector : Aviation, Airline Catering, Logistics

Operating Geography : Singapore, Asia, Global

About the Company :

SATS Ltd. is Singapore Changi Airport's primary ground-handling and in-flight catering service, provider. The company was formally corporatized on December 15, 1972, with 1,673 employees. In Asia, the firm provides gateway and catering services. Airline catering, food distribution and logistics, industrial catering, and linen and laundry services are all part of SATS food services. Airfreight, baggage and ramp handling, passenger services, aviation security, cargo, warehousing, perishables processing, cruise handling, and terminal management are all part of its gateway services. The company's subsidiaries include SATS Airport Services, SATS Catering, SATS Security Services, Aero Laundry & Linen Services, Aerolog Express, Country Foods Pte Ltd., and Singapore Food Industries. SATS manages ground handling and airline catering operations at almost 44 airports in Asia, the Middle East, and Europe. SATS has a network in Asia, which includes collaborative ventures in China, Hong Kong, Macau, India, the Philippines, Indonesia, Taiwan, Vietnam, and the Maldives, in addition to its operations in Singapore. In May, 2021, the business revealed that it had redeployed its resources to serve India's Covid19 surge. To keep personnel safe and support community relief efforts, the company is collaborating with its joint venture companies in India, AISATS and TajSATS.

SATS Ltd.'s Unique Selling Point or USP lies in it being Asia's leading Food Solutions and Gateway Services provider and the third most-admired company in Singapore. The vision statement of SATS Ltd. reads, "Focused on purposeful growth and transformation, our vision is to be the market leader by delighting customers with innovative food solutions and seamless connections".

Revenue :

\$1,941.2 million - FY ending 31st March 2020 (y-o-y growth 6.2%)

\$1,828.0 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for SATS Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.SATS food division catered to essential workers and migrant laborers during pandemic 2.Long-term contracts with multiple countries to handle cargo terminal construction 3.Conducts regular training programs to upskill employees 4.Bronze medal winner at Singapore's Culinary Olympics 2020 	<ul style="list-style-type: none"> 1.Steep decline in joint-venture profits 2.Increasing operating and non-operating expenditures
Opportunities	Threats
<ul style="list-style-type: none"> 1.Acquisition of Monty's Bakehouse to enhance culinary services 2.Expand presence in Mainland China 3.Reduce carbon emissions to strengthen climate resilience 	<ul style="list-style-type: none"> 1.Aviation industry slowdown will affect their business 2.US-China tensions affecting cargo business 3.Rising fuel prices will increase operational cost

PESTLE Analysis :

The PESTLE Analysis for SATS Ltd. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Singapore went on strict lockdown following COVID-19 outbreak 2. Trade tensions between US and China 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Uncertain global economic climate post COVID-19
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Customers are looking for healthier food options 2. Demand for commercial air travel set to increase 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Need for low-touch sustainable food packaging post COVID 2. AI powered robotic cargo systems will increase efficiency
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. MoU with PSA establishes sea-air connectivity 2. Strong compliance framework across the supply chain 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Meeting UN Sustainable development goals 2. Legal action on failure to disclose climate change risks

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