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COUPANG SWOT & PESTLE ANALYSIS

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Company Name : Coupang

Company Sector : E-Commerce

Operating Geography : South Korea, Asia, Global

About the Company : Coupang is a South Korean e-commerce company based in Seoul and incorporated in the state of Delaware in the United States. Bom Kim established Coupang in 2010. Coupang maintains offices in Beijing, Shanghai, Los Angeles, Mountain View, and Seattle. The Company mainly supplies home goods and decoration, fresh food, apparel, and beauty products, and sporting goods, grocery, electronics, restaurant order and delivery, travel and everyday consumables and other products and services. It provides the best prices and product choices to its clients in a comfortable and personalised shopping environment. Coupang has set out to redefine the end-to-end customer experience, from last-mile deliveries to rethinking how Customers search and discover on a fully mobile-first platform, fueled by technology and operations. The Coupang delivery system is well-known for its speed and efficiency. Coupang offers a unique service called "rocket delivery." Users can get the delivery item if they order before midnight, and it will be delivered the next day by Coupang's delivery guy, Coupangman. In August, 2021, the company announced that since the beginning of 2020, the company has committed over \$200 million in worker safety initiatives and employed over 600 safety employees.

Coupang's USP lies in it being one of the largest e-Commerce companies in Asia and being the largest online marketplace in South Korea. The mission statement of Coupang reads, " To revolutionize the everyday lives of its customers and create a world where people wonder, "How did we ever live without Coupang?"

Revenue :

\$11,967 million - FY ending 31st December 2020 (y-o-y growth 90.8%)

\$ 6,273 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Coupang is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Largest e-commerce player in Korea 2.Pioneer of same-day delivery system 3.Strong customer-centric focus driving success 4.Creates large number of jobs in Korea 5.Diversified supply chain and low-cost products 6.Strong track record at customer retention and growth 	<ol style="list-style-type: none"> 1.Poor employee working conditions 2.Continually making losses which increased post IPO 3.Accused of manipulating search algorithms
Opportunities	Threats
<ol style="list-style-type: none"> 1.Expand operations to capture markets outside Seoul 2.Increase membership of Rocket WOW loyalty program 3.Expand food-delivery operations Coupang Eats 	<ol style="list-style-type: none"> 1.Competition from big players like Amazon and Rakuten 2.Disruptions in services of independent delivery partners 3.Changes in consumer spending habits post-pandemic

PESTLE Analysis :

The PESTLE Analysis for Coupang is given below:

Political	Economical
1.Digitalization programs by governments to protect small businesses 2.Asian markets driving e-commerce growth	1.High growth forecast for e-commerce in Korea 2.Fall in consumer discretionary spending
Social	Technological
1.High internet connectivity in Korea leading to more e-commerce purchases 2.High standard of living in Korea compared to other SEA countries	1.Anti-trust probe over unclear business contract 2.Criticism from labor unions and customers regarding working conditions " "
Legal	Environmental
1.Reusable packaging to reduce plastic waste"]]	1.

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