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## DSV A/S SWOT & PESTLE ANALYSIS

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**Company Name :** DSV A/S

**Company Sector :** Transport, Logistics

**Operating Geography :** Denmark, Europe, Global

**About the Company :** DSV A/S is a Danish transport and logistics corporation headquartered in Hedehusene (near Copenhagen) that provides global transportation services by road, air, sea, and train. In 1875, DSV was established by Leif Tullberg and nine independent carriers. In September 2019, the corporate name was changed from DSV A/S to DSV Panalpina A/S which was again changed back to DSV A/S in 2021. Three business areas make up the Company's operations. The Air and Sea business segment specialises in air and sea freight handling to destinations all over the world. The Road business segment transports complete, partial, and group loads across Europe, the United States, and South Africa by road. From design through freight management, customs clearance, warehousing and distribution, as well as information management and e-business support, the Solutions business sector specializes in logistics solutions across the entire supply chain. The company has subsidiaries in over 75 countries across Europe, the Middle East, the Americas, Asia, Africa, Australia, and the Pacific. The business also has a thriving contract logistics division. DSV opened its new Gauteng headquarters, DSV Park Gauteng, on September 23, 2021, in South Africa, which is Africa's largest integrated logistics centre.

DSV A/S's USP lies in its being one of the world's leading logistics firms, with a network that spans more than 90 countries and a commitment to the continual development of proprietary products and services. The mission statement of the company reads, "To provide a business and environment for all employees to feel part of and be proud of, which encourages and supports everyone to do a first-class job, the first time and every time".

**Revenue :**

DKK 115,932 million- FY 2020

DKK 94,701 million- FY 2019

## SWOT Analysis :

The SWOT Analysis for DSV A/S is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Among the top five players in global freight forwarding market</li> <li>2.Vast global footprint with successful M&amp;A activity</li> <li>3.Growing revenues in last five years since 2016 with strong financials</li> <li>4.Company's operating margin has increased steadily in last 5 years</li> </ul>	<ul style="list-style-type: none"> <li>1.Ability to achieve organic growth was reduced in 2020</li> <li>2.The company has significant debt</li> <li>3.DSV Panalpina is embroiled in several lawsuits</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth in e-commerce is an expanding opportunity for logistics</li> <li>2.Growth in Asian economies to boost logistics demands</li> <li>3.Improve and boost digital customer interaction through myDSV</li> <li>4.Implementation of Road Way Forward project</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition from other established players in the industry</li> <li>2.Increases in prices of fuel and other inputs increase transport costs</li> <li>3.Competitive pricing environment due to fragmented industry and standardized services</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for DSV A/S is given below:

Political	Economical
1.Trade tensions between US and China, Brexit, have created unstable political environments 2.Increased import tariffs and protectionist measure by countries	1.The global air and sea freight market adversely affected by COVID-19 2.Exposure of foreign exchange risk to global companies
Social	Technological
1.Tectonic shift towards e-commerce from in-store shopping	1.Rising trend of automation and digitalization in logistics 2.5G network, AR, AI and blockchain technologies are disrupting the logistics industry
Legal	Environmental
1.Changes in the road transport conditions, laws and regulations 2.Global shipping regulations and compliances	1.Companies becoming greener due climate change risk

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