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## SCOTRAIL SWOT & PESTLE ANALYSIS

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**Company Name :** ScotRail

**Company Sector :** Railways

**Operating Geography :** Scotland, Europe

**About the Company :**

ScotRail is the brand name used for all Scottish regional and commuter rail services including cross-border services and intercity services since 1983. In 2008, it permanently became a Scottish franchised rail service, regardless of the train company operating it. Later in 2015, ScotRail franchise was awarded to Abellio, which is expected to expire in March 2022. After the expiration the ownership of the franchise will be passed on to the Scottish Government. Around 94 million passengers commute through the services of ScotRail each year. The company operates over 2,300 intercity, regional and suburban rail services per day, and has more than 340 stations, with less than 800 trains working under Scotland's railway. It has more than 5,000 employees based across Scotland. In January 2022, ScotRail was recognized as a Top Employer in the United Kingdom.

Through technology, ScotRail is keen to achieve sustainability. It has adapted the concept of mticket by enabling its customers to download their tickets from its ScotRail app. In 2019, the company electrified some of its rail services connecting between the routes of Edinburgh and Glasgow, and Stirling, Dunblane and Alloa in order to become more energy efficient.

ScotRail's ambition is "building the best railway Scotland's ever had."

**Revenue :**

Euro 1036.80 million - FY ending 31st March 2020 (y-o-y growth 0.03%)

Euro 1003.50 million - FY ending 31st March 2019

## SWOT Analysis :

The SWOT Analysis for ScotRail is given below:

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>1.Provides a wide array of services catering to customer needs</li> <li>2.Operates freight and passenger trains providing 2400 train services each day</li> <li>3.Provides integrated transportation services improving customer satisfaction</li> </ul>   | <ul style="list-style-type: none"> <li>1.Workers strike over payment disputes can potentially dent reputation and impact business</li> <li>2.Underperformance and failure to provide reliable services has impacted ScotRail's operations</li> </ul>  |
| Opportunities   | Threats   |
| <ul style="list-style-type: none"> <li>1.Strategic investments in procurement of new trains and upgradation of existing trains will increase ScotRail's operations</li> <li>2.Scottish government initiatives on promoting tourism will benefit ScotRail</li> <li>3.Consumers opting for high-speed rails over short haul flights</li> <li>4.Strategic alliance with Network rail will enhance ScotRail's operations</li> </ul> | <ul style="list-style-type: none"> <li>1.Transfer of operations from Abellio to Scottish government can impact ScotRail's operations</li> <li>2.Shortage of staff and rise in labor wages will affect ScotRail's operations</li> <li>3.Fluctuating fuel prices will impact ScotRail's costs to operate diesel trains</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for ScotRail is given below:

| Political   | Economical   |
|---|--|
| <ul style="list-style-type: none"> <li>1.UK government's plans to rebrand the rail industry as it handles the infrastructure can impact operations</li> <li>2.Transfer of operations from a franchise to public sector body will impact operations</li> <li>3.Scottish government's commitment to decarbonize passenger rail services will affect operations</li> </ul> | <ul style="list-style-type: none"> <li>1.Staff shortage and increasing labor wages will impact ScotRail's business operations</li> <li>2.Cancellation of train services and staff absenteeism due to covid 19 pandemic will affect ScotRail's profitability</li> </ul>   |
| Social  | Technological  |
| <ul style="list-style-type: none"> <li>1.Consumer preference of high-speed rail over short haul flights</li> <li>2.High-speed internet services are added features to satisfy consumers</li> </ul>  | <ul style="list-style-type: none"> <li>1.Subscribe to technological advancements to make railways more energy efficient to reduce emissions and increase customer satisfaction</li> <li>2.Significant improvements made to customer information screens to show real time data</li> <li>3.Improving customer experience by enabling digital ticketing options</li> </ul> |
| Legal   | Environmental  |
| <ul style="list-style-type: none"> <li>1.Scandal of ScotRail's chiefs for accepting high payments and receiving massive subsidies soiled ScotRail's reputation</li> <li>2.Disputes over passenger compensation claims have negatively impacted customer experience</li> </ul>   | <ul style="list-style-type: none"> <li>1.Revision of timetable and plans to cut down unwanted train services will lead to decreased emissions</li> <li>2.Importance given to environmental initiatives to enhance sustainability</li> </ul>  |

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