

---

# S&P TEST

SWOT & PESTLE.com

---

## SCOTRAIL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**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:

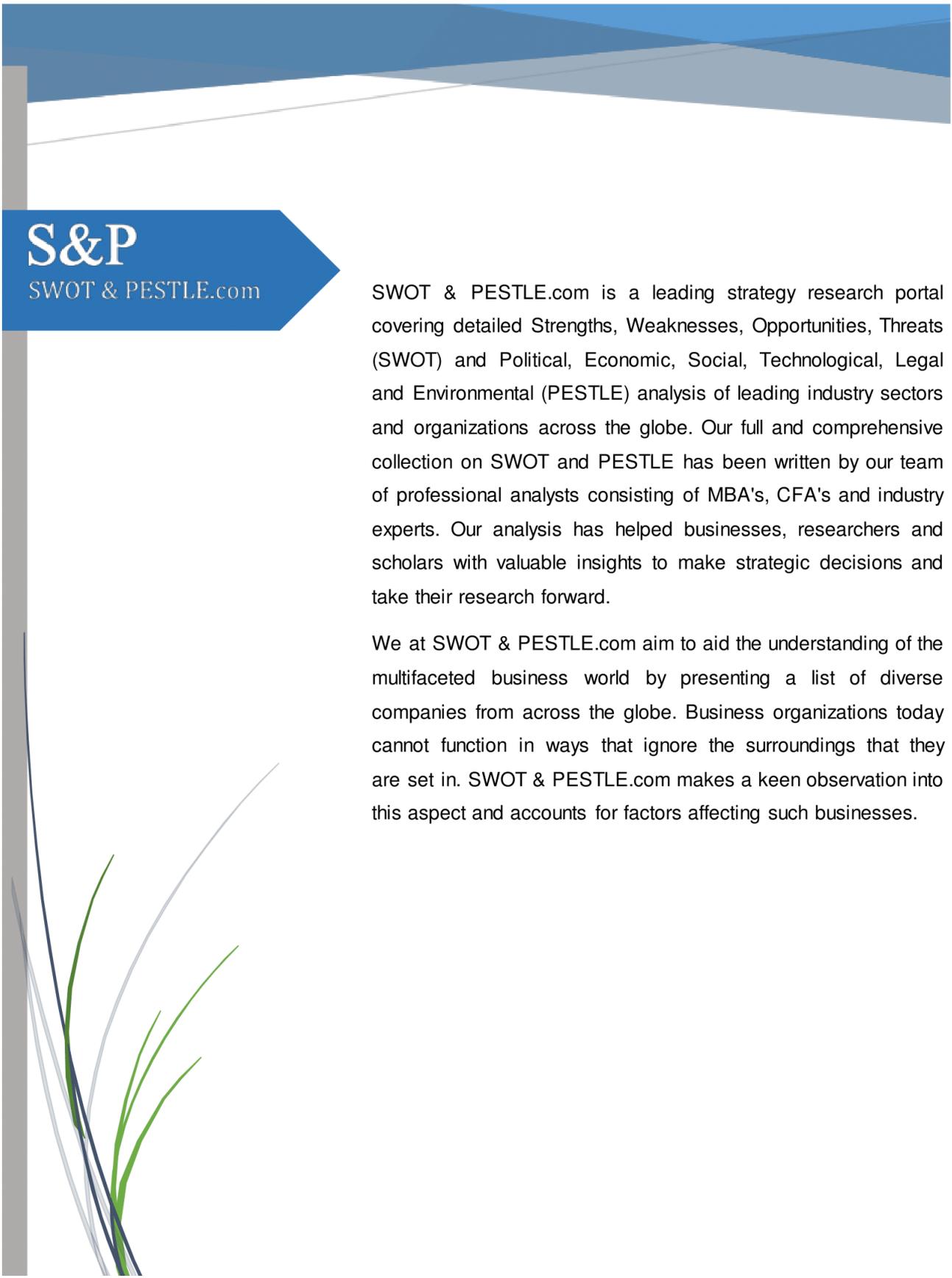
Political	Economical
<p>1.UK government's plans to rebrand the rail industry as it handles the infrastructure can impact operations</p> <p>2.Transfer of operations from a franchise to public sector body will impact operations</p> <p>3.Scottish government's commitment to decarbonize passenger rail services will affect operations</p>	<p>1.Staff shortage and increasing labor wages will impact ScotRail's business operations</p> <p>2.Cancellation of train services and staff absenteeism due to covid 19 pandemic will affect ScotRail's profitability</p>
Social	Technological
<p>1.Consumer preference of high-speed rail over short haul flights</p> <p>2.High-speed internet services are added features to satisfy consumers</p>	<p>1.Subscribe to technological advancements to make railways more energy efficient to reduce emissions and increase customer satisfaction</p> <p>2.Significant improvements made to customer information screens to show real time data</p> <p>3.Improving customer experience by enabling digital ticketing options</p>
Legal	Environmental
<p>1.Scandal of ScotRail's chiefs for accepting high payments and receiving massive subsidies soiled ScotRail's reputation</p> <p>2.Disputes over passenger compensation claims have negatively impacted customer experience</p>	<p>1.Revision of timetable and plans to cut down unwanted train services will lead to decreased emissions</p> <p>2.Importance given to environmental initiatives to enhance sustainability</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **ScotRail** SWOT & PESTLE Analysis is a paid report at **19.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)