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BAHRI SWOT & PESTLE ANALYSIS

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Company Name : Bahri

Company Sector : Transportation and Logistics

Operating Geography : Saudi Arabia, Middle East, Global

About the Company : Bahri, formerly known as Saudi Arabia's National Shipping Firm, is a transportation and logistics company that serves as the country's national shipping carrier. In 1978, a Royal Decree established the National Shipping Business of Saudi Arabia as a public company, with 22 per cent owned by the Saudi government's Public Investment Fund (PIF), 20 per cent by Saudi Aramco Development Company (SADCO), and the rest shares listed on the Saudi stock exchange (Tadawul). Oil, Chemicals, Logistics, Dry Bulk, and Ship Management are the five business units that make up the corporation. Transportation of crude oil, oil products, chemicals, bulk cargo, roll-on/roll-off, and ship management are all services provided by Bahri. It also owns land and properties both inside and outside of the domestic area, as well as shares in or merges with other firms, and participates in the formation of companies that perform comparable complementary operations. The Oil Transportation segment generates the most revenue for the organisation. The Saudi Arabian National Shipping Company (Bahri) announced the fulfilment of an agreement with the saline water conversion firm on January 23, 2022.

Bahri's USP lies in being the world's largest owner and operator of Very Large Crude Carriers (VLCCs) and the Middle East's largest owner and operator of chemical tanker ships. The mission statement of Bahri reads, "To be the best service provider, operating to world-class standards. We are relentless in applying responsible business fundamentals".

Revenue :

SAR 8,393 million - FY ending 31st March 2020 (y-o-y growth 28%)

SAR 6,567 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Bahri is given below:

Strengths	Weaknesses
<p>1. One of the world leaders in maritime logistics with a fleet of 90 ships serving 150 ports.</p> <p>2. Won several prestigious awards showcasing faith in business.</p> <p>3. Exclusive shipping arm of Saudi Aramco, world's largest oil and gas company by revenue.</p>	<p>1. Poor Return on Equity (ROE) in comparison to industry.</p> <p>2. Income very heavily dependent on oil transportation.</p>
Opportunities	Threats
<p>1. Saudi Arabia poised to become an important part of the global mineral supply chain.</p> <p>2. Digital economy and AI will make shipping industry more efficient.</p> <p>3. Global demand for LNG is increasing.</p> <p>4. Establishment of the National Grain Company will expand reach in other sectors.</p>	<p>1. Fall in oil prices will affect growth</p> <p>2. Several geo-political conflicts threaten energy market and trade.</p> <p>3. Tanker spot freight rates are down and affecting revenue.</p>

PESTLE Analysis :

The PESTLE Analysis for Bahri is given below:

Political	Economical
1.Political unrest with Yemen is a maritime threat 2.Russia-Ukraine conflicts will affect global oil and gas markets	1.Covid-19 and inflation to impact economies negatively. 2.Reduction in oil transportation prices will affect revenue. 3.Growing demand for LPG in Asia will impact Middle East LPG exports. 4.Saudi Vision 2030 to diversify the economy's resources
Social	Technological
1.Long term lifestyle results of Covid-19 will affect global oil demand.	1.Desalination plants are taking off globally. 2.Digitalization taking over global shipping market
Legal	Environmental
1.Leveraging technology to address safety, quality and compliance issues within the maritime industry	1.The International Maritime Organization (IMO) mandated a decrease in carbon emission by 2% between 2023 \u2013 2026

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