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SECURITAS AB SWOT & PESTLE ANALYSIS

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Company Name : Securitas AB

Company Sector : Security Services

Operating Geography : Sweden, Europe, Global

About the Company : Securitas AB, headquartered in Stockholm, Sweden, provides security services (security guarding and mobile patrols), monitoring, consultancy, and investigation. Over 300,000 people work for the company in 53 countries and is a large-cap company listed on Nasdaq OMX Stockholm. In 1934, Erik Philip-Sörensen purchased a small guarding company in Helsingborg, Sweden, and created Securitas AB as AB Hälsingborgs Nattvakt. With a logotype consisting of three red dots and the word “Securitas,” the group was renamed in 1972 as Securitas. The company’s operations are divided into five segments which include, Security Systems, which provides security and alarm systems to corporations and other large-scale customers; Direct, which provides alarm systems to small businesses and individual customers; Cash Handling Services, which is primarily concentrated in Europe and accounts for 10% of the company’s sales; Consulting & Investigations, which also provides private security services; and Security Services, which is the company’s single lanes. Security Services is further segmented into components for the United States (41% of total sales) and Europe (39% of total sales). On February 20, 2022, the firm announced that it is seeking to conclude the purchase of Stanley Security to rebuild Securitas – a modern, digitised, and innovative security solutions partner with a fundamentally improved margin profile for its clients.

The USP of Securitas AB lies in its being the world’s leading security services provider, with a 7% market share in a highly fragmented field. The mission statement of Securitas AB reads, “To protect homes, workplaces, and communities by providing the security services they need to protect their assets, safeguard their people, and maintain their ability to generate profits.

Revenue :

SEK 107,954 million - FY ending 31st December 2020 (y-o-y decline 2.7%)

SEK 110,899 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Securitas AB is given below:

Strengths	Weaknesses
<p>1.Integrated security services portfolio specific to the customer requirements enhances profitability and customer retention</p> <p>2.Strong presence in a variety of end markets and geographies allows Securitas to serve broader customer base</p> <p>3.Strong focus on customer specific services has led to Securitas maintaining its position as one of the top guarding service providers</p> <p>4.Digitizing guarding security services improves efficiency and results in effective security planning</p>	<p>1.Declining Organic sales growth over the years can affect the company's overall market stature.</p> <p>2.Implementing cost control measures such as significant number of employees being under temporary unemployment can impact employee relations and Securitas' business</p>
Opportunities	Threats
<p>1.Strategic acquisitions and network expansion can strengthen Securitas' market position</p> <p>2.Increasing demand for security solutions will positively impact Securitas' business</p> <p>3.Growing security concerns and strategic attention to digital transformation will enable Securitas to acquire large scale global security projects</p> <p>4.Growing standards of living in the emerging markets will increase the demand for security services</p>	<p>1.Skilled staff shortages and increased labor wages can affect operational costs and cause business problems</p> <p>2.A shift towards hybrid and remote workforce can affect the guarding security services of Securitas</p> <p>3.Adverse effect of covid 19 on aviation sector has led to loss of aviation security projects</p> <p>4.Rapid change in technology and inability to anticipate changes can have an impact on Securitas' future growth</p>

PESTLE Analysis :

The PESTLE Analysis for Securitas AB is given below:

Political	Economical
<p>1.Biden administration's plans of increasing corporate tax rate will cause an increase in Securitas' costs</p> <p>2.US government's strong focus on improving nation's cybersecurity can impact Securitas' operations</p>	<p>1.Fluctuations in the foreign exchange rate can negatively impact Securitas operating profit</p> <p>2.Skilled labour shortage and increasing labour wages can affect business operations</p>
Social	Technological
<p>1.Increasing consumer sensitivity towards sharing personal data and rising cyber terrorism has led Securitas to expand its competencies.</p> <p>2.Increasing rate of urbanization and home security market allows Securitas to provide advanced security systems to clients</p> <p>3.Increasing demand of intelligent video security by corporates will allow security providers to enhance safety and security</p>	<p>1.Enhancing customer experience by implementing AI powered cameras capable of providing intelligent video security</p> <p>2.Significant investments in IT by launching business transformation programs to strengthen security services</p> <p>3.Partnerships with start-ups on cybersecurity technology will help expand expertise and increase capabilities</p>
Legal	Environmental
<p>1.The need to comply to several country specific security regulations can increase costs or disrupt Securitas' operations</p> <p>2.Lawsuits filed against Securitas over employee disputes can damage its reputation</p>	<p>1.Strong focus on reducing emissions from transportation activities</p> <p>2.Focus on being transparent to combat climate change as a participant of UN Global Compact</p>

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