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## TRAVIS PERKINS PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Travis Perkins plc

**Company Sector :** Industry Goods & Services

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Travis Perkins plc, with headquarters in Northampton, is a British builders' merchant and home improvement store. The Benjamin Ingram joiners and carpenters' company was established in Beech Street, London, in 1797. After a merger with Perkins in 1850, Benjamin Ingram became Ingram Perkins. Travis Perkins was formed in 1988 when Travis & Arnold joined it. The company has grown to over 20,000 people over 1,488 evolving branches, stores, and sites across the UK in 2023, with key activities supporting the building, construction, and home improvement markets. The business distributes building products and tools to contractors and subcontractors in the residential, infrastructural, commercial, and industrial construction sectors at around 1,700 locations across the UK. Travis Perkins, Toolstation, BSS, Keyline Civils Specialist, and CCF are just a few of the industry's prominent names, with nearly 1,300 locations nationally. The firm has announced that their study of using Hydrotreated Vegetable Oil (HVO) as a replacement fuel for diesel in automobiles was expanded from 12 to 200 vehicles.

Travis Perkins' USP is that it is the construction industry's leading partner and the UK's largest distributor of building products. The mission statement of Travis Perkins reads, " Our aim is to set the bar high and make our customers feel special".

**Revenue :**

£ 4,995 million – for the FY ended December 31st 2022 (y-o-y growth 8.9%)

£ 4,857 million – for the FY ended December 31st 2021

## SWOT Analysis :

The SWOT Analysis for Travis Perkins plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Grip on the market with established connections in UK and Europe</li> <li>2.Excellent consumer fulfilment services</li> <li>3.Diversified brands catering to specialist demands</li> <li>4.Digital enablement strategy in the pandemic</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited reach across the globe</li> <li>2.Operates in highly fragmented markets dominated by small, independent businesses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Global expansion post pandemic to increase consumer base</li> <li>2.Gradual recovery of UK economy may increase revenue</li> <li>3.Transition into a sustainable business to attract investment</li> <li>4.Booming mortgage market may increase demand</li> <li>5.New customers from online channel</li> </ul>	<ul style="list-style-type: none"> <li>1.The global variability in the pandemic threatens long run growth rate</li> <li>2.Faces stiff competition from other companies in UK</li> <li>3.Higher interest rates in the UK may impact operations and prices</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Travis Perkins plc is given below:

Political	Economical
1. Policy or regulation changes in industry 2. Effect of international affairs	1. Inflationary pressures in the UK 2. Higher interest rates in UK, USA 3. COVID-19 pandemic slows growth forecast
Social	Technological
1. Cost-income ratio squeezing quality of life in UK 2. Tackling with skills shortage in industry	1. Expansion of digital capability due to pandemic 2. Investment into cutting edge technology by businesses
Legal	Environmental
1. Potential lawsuits, fines and penalties	1. Transition into a sustainable business 2. Focus on ESG policy by businesses

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