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## SEGRO PLC SWOT & PESTLE ANALYSIS

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**Company Name :** SEGRO plc

**Company Sector :** Commercial Real Estate Property Developer

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

**About the Company :**

SEGRO plc (formerly known as Slough Estates Group) is a property investment and development company headquartered in London. It focuses on edge-of-town flexible business space and develops and invests in property in the UK and Continental Europe. The Slough Trading Company Ltd was established in 1920 by Sir Percival Perry and Sir Noel Mobbs to acquire and expand the Slough Trading Estate land. Warehouses and light industrial properties are among the assets it owns and maintains. Big box and urban warehouses are operated by the firm. SEGRO also does office and data centre construction. Transport and logistics, retail, food and general manufacturing, technology, media and telecommunications, wholesale and retail distribution, services and utilities are among the industries it serves. It has operations in the United Kingdom, Czech Republic, France, Germany, Italy, and Poland, among other European countries. SEGRO completed a £195 million investment in London in April 2022, acquiring Grand Union Trade Park in Park Royal and expanding its Inner London pipeline with the acquisition of two 2.6-acre holdings in Wapping and Clapham, offering significant coverage in east and west London.

SEGRO's USP is that it is a UK Real Estate Investment Trust (REIT) and a leading owner, asset manager, and developer of contemporary warehousing and industrial property, with a portfolio of high-quality assets spread across the UK and Europe. The mission statement of the company reads, "Enabling. Together we anticipate long-term needs and developments while responding to the priorities of our customers and communities".

**Revenue :**

£ 546 million - FY ending 31st December 2021 (y-o-y growth 26%)

£ 432 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for SEGRO plc is given below:

Strengths	Weaknesses
<p>1. Several acquisitions like land acquisitions, asset acquisitions etc.</p> <p>2. Large asset under management with total value of around 2</p>	<p>1. 3 billion Euros.</p> <p>3. Diversified client base with many big names.</p> <p>4. Consistent growth in the new rent contracted shows the strong market position.</p> <p>5. Customer retention is high and vacancy remains lower.</p> <p>","</p>
Opportunities	Threats
<p>1. Company has achieved low growth outside UK.</p> <p>2. Business is largely dependent upon strategic portfolio investments and can be impacted by wrong decisions.</p> <p>3. High debt and low cash flow of the company is a major drawback.</p> <p>"),["Opportunities</p>	<p>1. Innovate the business through investment in technology.</p> <p>2. Meet the growing demand for rental warehouses through future project pipeline.</p> <p>3. Achieve growth in the sustainable development market.</p> <p>","</p>

## PESTLE Analysis :

The PESTLE Analysis for SEGRO plc is given below:

Political	Economical
<p>1.Following the UK exit from EU under Brexit, the real estate market in UK may see significant changes.</p> <p>2.Ukraine- Russia war is putting pressure on the global supply chain.</p>	<p>1.The UK economy is going to enter into a slowdown phase as per predictions.</p> <p>2.Inflation is rising in major economies like UK and is affecting prices.</p>
Social	Technological
<p>1.E-commerce is growing rapidly and is becoming the first preference of consumers.</p> <p>2.Urbanisation is increasing at a faster pace in Europe.</p>	<p>1.Digital technology is playing an important role in the innovation of construction industry.</p> <p>2.Warehouse automation is becoming a common trend in manufacturing industries.</p>
Legal	Environmental
<p>1.UK government has introduced planning relaxations for commercial properties.</p>	<p>1.'Zero Carbon Ready' real estate are being adopted to tackle climate change.</p>

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