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AUSTRALIA POST SWOT & PESTLE ANALYSIS

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Company Name : Australia Post

Company Sector : Logistics, Mail Delivery Services

Operating Geography : Melbourne, Australia, Global

About the Company :

Australia Post, formerly known as the Australian Postal Corporation, is a government-owned company that offers postal services. Melbourne's Bourke Street hosts Australia Post's headquarters, which also serves as a post office. The Postmaster Department, General's which replaced colonial post services after federation in 1901, was replaced by Australia Post. The department was eliminated in 1975, and the Australian Postal Commission took over the postal duties. The company now offers a wider variety of goods and services due to significant investments in technology-based infrastructure. Its three main business segments are parcels and logistics, retail goods and agency services, and letters and associated costs. Sai Cheng Logistics International, a joint venture logistics company founded with China Post in 2005, is one of its many subsidiaries and joint ventures. Regular mail delivery and an express/courier service are both handled by Australia Post through Messenger Post. Outside of its primary mail, parcel, and logistics business, Australia Post provides several digital services. These consist of a digital identity platform, an online payment service, and employment screening. Australia Post's telecom transformation program was awarded the 1st prize in iTnews Benchmark Awards for 2022.

Australia Post's USP is that it serves more than a million customers every business day at postal stores while operating 4,330 postal outlets and being the hub of Australian communities, linking people to each other and the rest of the globe at more than 10 million Australian addresses. The mission statement of the company reads, "to provide a national postal service within Australia and between Australia and places outside Australia, providing high-quality, efficient services to the community".

Revenue :

\$ 8,273.7 million - FY ending 30th June 2021 (y-o-y growth 10.3%)

\$ 7499.2 million - FY ending 30th June 2020

SWOT Analysis :

The SWOT Analysis for Australia Post is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Network of around 4320 post offices and 12.4 million delivery points. 2.Strong cash flows of the company 3.Partnerships with local and global businesses have helped in improving services. 4.Large number of parcels delivered, small businesses served and retail customers served. 5.Utilization of innovative technologies to deliver services. 	<ul style="list-style-type: none"> 1.Decreasing revenue of the letter business. 2.Fluctuation in the profit levels.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Develop regional network capacity to boost operations in regional areas. 2.Maintain growth momentum in the e-commerce parcel delivery segment. 3.Improve the digital experience for the growing online customers. 4.Expand the international business through collaborations 	<ul style="list-style-type: none"> 1.Supply chain disruptions can affect international shipping business. 2.Change in custom regulations of countries can affect international shipping. 3.Growing competition in the parcel delivery space can affect growth.

PESTLE Analysis :

The PESTLE Analysis for Australia Post is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Pressure on government of Australia regarding privatization of Australia Post. 2.Ukraine- Russia war has disrupted the global supply chain. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Shipping and freight costs have increased due to disruptions in supply chains.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.E-commerce is growing at a fast pace in Australia. 2.Volume of letters written are decreasing due to the rise of digital platforms. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Data analytics is helping organizations in improving customer experiences. 2.Digital transformation is helping postal services to stay relevant. 3.Automation of processes is helping delivery companies in providing faster services.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.European Union has formulated many changes in its Customs. 2.Competitive neutrality is important for businesses to operate in the same environment. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sustainable packaging is becoming common to reduce waste generated. 2.Electric vehicles are becoming popular to meet the net zero emission goals.

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