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PENDRAGON PLC SWOT & PESTLE ANALYSIS

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Company Name : Pendragon plc

Company Sector : Automobile Retail

Operating Geography : United Kingdom, Europe, Global

About the Company :

Pendragon plc is the UK's second largest automotive retailer. In the United Kingdom, it operates the Evans Halshaw, Stratstone, Quickco, Car Store used car supermarkets, and dealerships in the United States. The company's headquarters are in Annesley, Nottingham. There are numerous divisions within the Pendragon Group. Stratstone is one of them and Aston Martin, BMW, Ferrari, Harley-Davidson, Jaguar, Land Rover, Mercedes-Benz, Mini, Morgan, Porsche, Smart, and Triumph are among the premium vehicle and motorbike brands represented by the firm. One of Pendragon's operations includes Evans Halshaw, which is UK's largest volume motor vehicle and commercial vehicle store, with over 100 shops across England, Scotland, and Wales. Another operation under the Pendragon group is Car Store which is an online vehicle store. Another segment, the California-based Pinewood Technologies is responsible for a dealer management system that focuses on automobile sales in the United States. Pendragon won the C&IT Award in 2019. In 2022, the company has opened Carstore Direct sites at Morrisons and Homebase stores across the United Kingdom.

Pendragon plc's USP or Unique Selling Proposition is that it has operations and relationships with some of the world's leading automobile manufacturers, which allows it to offer amazing products and services to its clients while also providing the finest value and variety. The company strives to revolutionise the automotive industry with its vision "to transform automotive retail through digital innovation and operational excellence."

Revenue :

£ 3,449.9 million – for Financial Year ended Dec 2021 – (y-o-y growth of 17.95%)

£ 2,924.6 million – for Financial Year ended Dec 2020

SWOT Analysis :

The SWOT Analysis for Pendragon plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Rapid expansion of digital services over the last two years 2.Strong presence in the UK automotive services market 3.Diversified product portfolio, including a software branch 4.Quick financial recovery in 2021 to report higher sales and profits 	<ul style="list-style-type: none"> 1.Severe foundational impact due to COVID-19 pandemic 2.Shareholders vote against management pay indicating lack of confidence 3.Unsatisfactory financial performance accentuated by the pandemic
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand into Pinewood, the software subdivision 2.Diversify into the standalone used cars market 3.Develop an overseas strategy in Los Angeles store 4.Global approach to marketing and sales 5.Higher demand for used cars post pandemic in attractive UK market 	<ul style="list-style-type: none"> 1.Faces competition from bigger firms in the market 2.Supply chain disruptions due to geopolitics may impact deliveries 3.Government's contemplating ban on sale of petrol, diesel and hybrid powered vehicles

PESTLE Analysis :

The PESTLE Analysis for Pendragon plc is given below:

Political	Economical
1.Global political agenda strongly recommends zero-emission vehicles 2.Fall of demand of electric vehicles by governments	1.Economic recovery in the UK constrained by the pandemic 2.Higher interest rates in the US may impact business
Social	Technological
1.The demand for used cars has increased due to reduced livelihood 2.Health systems and employees at risk in new national lockdowns	1.The pandemic forced business to go digital 2.Increased corporate emphasis on data analytics, machine learning, etc. 3.Shortage of semiconductors driving in-house manufacturing
Legal	Environmental
1.Government reprimands employers who violated National Minimum Wage law 2.UK taxes change to penalise road use, fuel type, vehicle use and to increase VAT	1.Focus on green bonds and sustainable business 2.ESG policy replacing standard corporate responsibility

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