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ASHTEAD GROUP PLC SWOT & PESTLE ANALYSIS

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Company Name : Ashtead Group plc

Company Sector : Industrial Equipment Rental Services

Operating Geography : United Kingdom, Europe, Global

About the Company :

Ashtead is an international equipment rental company based in London, with national networks in the United States, the United Kingdom, and Canada. Ashtead was founded in 1947 in the Surrey village of Ashtead and is currently a constituent of the FTSE 100 Index. It is listed on the London Stock Exchange. It caters to a varied customer base by providing a complete line of construction and industrial equipment for several purposes. Air compressors, pumps, scaffolding, and welders, as well as aerial work platforms, road compactors, generators, and temporary traffic management equipment, are all available for hire through Ashtead. Customers in Canada, the United States, and the United Kingdom benefit from the company's international operations. Sunbelt Rentals, a subsidiary that operates in over 600 locations across the United States and Canada, generates over 85 per cent of the company's income in the United States. As of early 2022, the company has over 19,000 employees on its rolls.

The USP of the Ashtead Group is that it is the largest equipment rental company in the UK, with 186 locations, and the second largest in North America, with 910 locations in 46 states. The mission statement of Ashtead reads, "Our operational mantra of delivering Availability, Reliability and Ease is backed up by our vision, values and taking responsibility in everything we do".

Revenue :

US\$ 7,962 million – year ending 30th April 2022 (y-o-y growth of 19%)

US\$ 6,639 million – year ending 30th April 2021

SWOT Analysis :

The SWOT Analysis for Ashtead Group plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Firmly established in the market in its target geography 2.Strong physical presence with 900+ stores in North America 3.Consistent financials over the medium run 4.Robust returns on diversification \u2013 successful risk management 5.Healthy investment in expansion of services and stores 	<ul style="list-style-type: none"> 1.Lower profits and revenue in FY2021 2.Over-emphasis on construction sector that forms core business
Opportunities	Threats
<ul style="list-style-type: none"> 1.Post-COVID recovery of the global economy calls for on-site engagement & operations 2.Leveraging the heightened attraction to rental equipment due to the pandemic 3.Growth opportunities in the relatively new Canadian market 	<ul style="list-style-type: none"> 1.High interest rates in US may harm stock valuation 2.Inflationary pressures may increase input costs especially labour 3.The COVID-19 pandemic may have long-term implications for the global economy 4.Fierce competition from United Rentals, the biggest market player

PESTLE Analysis :

The PESTLE Analysis for Ashtead Group plc is given below:

Political	Economical
1.Geopolitical supply chain crunch due to Ukraine war 2.Brexit may lead to higher input costs in 2022	1.Fear of high US interest rates in the stock market 2.Inflationary pressures in target geography 3.Gradual recovery of companies post pandemic
Social	Technological
1. Long term uncertainty of the pandemic lends vulnerability 2.Focus on community engagement and apprenticeship programmes post pandemic	1.Evolving technologies in production process are applied 2.Companies are increasingly using rental equipment for new technology
Legal	Environmental
1.Potential legislation on farming industry in UK may impact trading volume	1.Focus on ESG-sensitive corporate protocol 2.Sustainability forward approach in corporate decisions

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