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## RYMAN HEALTHCARE LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** Ryman Healthcare Limited

**Company Sector :** Retirement Village Home

**Operating Geography :** New Zealand, Australia

**About the Company :**

Ryman Healthcare Limited runs nursing homes and retirement villages and is headquartered in Christchurch, New Zealand. The company is currently establishing eight additional villages in Victoria, Australia, in addition to its 34 existing villages spread across New Zealand and two in Melbourne. The company was started in 1984 by John Ryder and Kevin Hickman, and the name of the business is a portmanteau of their names. The company provides independent townhouses, independent flats, and serviced apartments as part of its extensive portfolio of retirement living and care alternatives. Additionally, it has a care facility that offers day-care, respite care, dementia care, hospitals, and rest homes. Aged care payments, management fees for retirement flats, development margins on new units, and capital gains from people retiring and Ryman reselling existing units are the main sources of income for the business. In June 2022, Ryman Healthcare announced plans to construct a new retirement community worth \$220 million in a serene location with the beautiful scenery of Lake Taupo.

Ryman Healthcare's USP is that it offers healthcare services, making it the top operator of retirement homes in New Zealand and one of the biggest companies listed on the NZX 50 Index. Ryman's mission statement reads, "Sustainably creating value while providing the best of retirement living and care for residents".

**Revenue :**

\$ 508.797 million - FY ending 31st March 2022 (y-o-y growth 11.62%)

\$ 455.794 million - FY ending 31st March 2021

**SWOT Analysis :**

The SWOT Analysis for Ryman Healthcare Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Largest retirement village in New Zealand with 15% market share and 45 operational village homes</li> <li>2.Greater occupancy levels of the care homes being around 96%</li> <li>3.High growth in the profits of the company.</li> <li>4. New Zealand's most trusted aged care and retirement home</li> <li>5.Strong growth in cash flows of the company.</li> <li>6.Cheap and affordable homes prove to be a resilient business model</li> </ul>	<ul style="list-style-type: none"> <li>1.Capital intensive business model can increase debt</li> <li>2.Several complaints filed against the company which can harm the reputation</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expand operations in Australia and New Zealand to cater to the growing old age population</li> <li>2.Using technology to improve services provided</li> </ul>	<ul style="list-style-type: none"> <li>1.Rise in covid-19 cases can affect the services.</li> <li>2.Shortage of nurses can cause trouble for the care homes.</li> <li>3.Increasing competition in the industry can decrease market share of the company.</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Ryman Healthcare Limited is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Ukraine- Russia war has disrupted the global supply chain.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Inflation is causing a rise in the prices of raw materials.</p> <p>2.The construction industry of New Zealand has been hit by a 'Gib' crisis.</p> <p>3.Construction industry in Australia and New Zealand is witnessing raw material shortages and cost rise due to supply chain crisis.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.The old age population of New Zealand and Australia is projected to grow rapidly.</p> <p>2.New Zealand construction industry is facing a shortage of skilled labours.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Smart technology is revolutionizing the lifestyle at retirement village homes.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.A major review of the Retirement Villages Act 2003 and Retirement Villages Code of Practice 2008 has been called.</p> <p>2.Australian government is making reforms to the aged care that address recommendations from the Royal Commission.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Retirement village homes in New Zealand are becoming the drivers of green finance.</p>

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