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SK GROUP SWOT & PESTLE ANALYSIS

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Company Name : SK Group

Company Sector : Conglomerate, Energy, Chemicals, Semiconductors, Telecom

Operating Geography : South Korea, Asia, Global

About the Company :

The SK Group is a business conglomerate with its headquarters in Seoul, South Korea. The company offers consultancy, information processing, software design and development, and systems integration services. When the current founders acquired Sunkyong Textiles in 1953, SK Group was established. In 1998, the company changed its name from Sunkyong Group to SK Group. The Group is made up of 186 subsidiary businesses that all use the SK brand and follow the SKMS management structure (SK Management System). The division of energy and chemicals of SK Group serves as its foundation. While the chemical, petroleum, and energy sectors make up the majority of SK Group's largest businesses, the company also owns the largest wireless mobile phone service provider in South Korea, SK Telecom, and offers services in the construction, marketing, local telephone, high-speed Internet, and wireless broadband sectors (WiBro). By including Hynix in the organization, SK expanded its business to include the semiconductor sector. In January 2022, SK Inc. announced that it has moved up to the position of second-largest stakeholder in the Center for Breakthrough Medicines, a cell and gene therapy (CGT) CDMO with headquarters in the United States, accelerating its rise to the top of the industry on a worldwide scale.

The USP of the SK Group lies in its being the second-largest chaebol and the third-largest corporate group in the nation of South Korea. The mission statement of the SK Group reads, "to increase supplies to consumers through actions and investments that simultaneously build value for shareholders".

Revenue :

\$ 82,939.701 million - FY ending 31st December 2021 (y-o-y growth 21%)

\$ 68,172.716 million - FY ending 31st December 2020



SWOT Analysis :

The SWOT Analysis for SK Group is given below:

Strengths	Weaknesses
1.Emerged as South Korea's number 2	1.Several ongoing restructuring in business
conglomerate.	units may affect business.
2.Present across diverse business segments	2.Various legal issues and complaint of unfair
like energy, gas, biopharmaceuticals, telecom	business practices.
and many other.	
3.SK Hynix is the second largest chip maker	
and the third largest semi-conductor	
manufacturer.	
4.Customers of SK Hynix include large	
corporations like Apple, Microsoft, Dell, HP	
inc. etc.	
5.Strong innovation capabilities have led to	
extensive product developments.	
6.Acquisitions and partnerships have helped	
build up a robust brand value.	
Opportunities	Threats
1.Increased investments in new business	1.Changing government regulations in
segments to grow operations.	countries of operations can affect business.
2.Drive growth in the clean and green energy	2.Supply chain disruptions can affect
segments for a future proof business.	operations of the group.
3.Invest in R&D to develop product	3.Patent infringement cases can affect the
capabilities.	reputation and products of the business.



PESTLE Analysis :

The PESTLE Analysis for SK Group is given below:

Political	Economical
1.US is eyeing a chip alliance with countries	1.Inflation rate in South Korea is at 24 years
like Taiwan, South Korea, Japan etc. amidst	high.
trade war with China.	2.South Korea is looking forward to reduce
2.Trade war between Japan and Korea has led	dependency on Chinese imports.
to broken ties between the two countries.	
3.Ukraine-Russia war has disrupted the global	
supply chain.	
Social	Technological
1.5G internet subscriber base is on a growth	1.
spree in South Korea.	н н з
2.The number of electric vehicles sold in South	
Korea doubled in 202	
Legal	Environmental
1.Digital transformation has become an	1.Several countries are passing bills to drive
integral part for global businesses.	growth in the semiconductor manufacturing
2.South Korean companies are allocating large	industry. ","
funds to develop semiconductor, battery and	
biotech technologies. "],["	
Legal	

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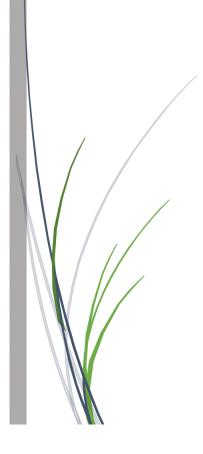


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