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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
<ol style="list-style-type: none"> 1. Emerged as South Korea's number 2 conglomerate. 2. Present across diverse business segments like energy, gas, biopharmaceuticals, telecom 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. 	<ol style="list-style-type: none"> 1. Several ongoing restructuring in business units may affect business. 2. Various legal issues and complaint of unfair business practices.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increased investments in new business segments to grow operations. 2. Drive growth in the clean and green energy segments for a future proof business. 3. Invest in R&D to develop product capabilities. 	<ol style="list-style-type: none"> 1. Changing government regulations in countries of operations can affect business. 2. Supply chain disruptions can affect operations of the group. 3. Patent infringement cases can affect the reputation and products of the business.

PESTLE Analysis :

The PESTLE Analysis for SK Group is given below:

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

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