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BOLLORÉ SE SWOT & PESTLE ANALYSIS

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Company Name : Bolloré SE

Company Sector : Transport, Logistics, Communications, Electricity Storage and Systems

Operating Geography : France, Europe, Global

About the Company :

Bolloré is a global company headquartered in Puteaux, France, that specialises in transportation and logistics, communications and media, and electricity storage and solutions. Nicolas Le Marié (1797-1870), a paper producer, created the company in Ergué-Gabéric, near Quimper, Brittany, in 1822 as papeteries d'Odet. Late in 2004, the Bolloré group became interested in the advertising industry and began acquiring a position in Havas, eventually becoming the company's single largest stakeholder. Bolloré Transport & Logistics provides a unique integrated logistics network and a line of services to its local and international clients, allowing cargo import/export in the most remote places. Bolloré Ports, Bolloré Logistics, Bolloré Railways, and Bolloré Energy are the four specialist divisions within this sector. The Group's Media & Communications division is based primarily on its stake in Vivendi, which includes Universal Music Group, the world's leading music company; Groupe Canal+, France's foremost pay television provider; Havas, one of the country's biggest advertising and communications consulting firms; and Gameloft, the industry's best smartphone gaming company. It partners with E-mehari, Bluebus, Bluecar, Autolib, Bluely, Bluecub, Blueindy, BlueSG, and others to provide mobile applications for electric vehicles, as well as car-sharing services. In 2022, the Bolloré Group signed an agreement with the MSC Group for the sale of 100% of Bolloré Africa Logistics to the MSC Group, which includes all of the Bolloré Group's transport and logistics activities in Africa, for a total enterprise value of 5.7 billion euros, net of minority interests. As of 2023, the Bolloré Group employs more than 56,000 people.

Bolloré's unique selling point or USP lies in it being one of the world's top 100 companies for logistics, with operations on five continents and in 104 countries. The mission statement of Bolloré's reads, "To support its customers as they grow by providing customized service that allows them to be more competitive in their respective markets".

Revenue :

21 billion - FY ended 31 December 2022 (y-o-y increase 6.22%)

19.77 billion - FY ended 31 December 2021

SWOT Analysis :

The SWOT Analysis for Bolloré SE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Features amongst the 500 largest companies in the world with massive global presence 2.Has a steady clientele and a broad range of products and services 3.Logistics segment has strong expertise in various segments such as luxury, food and others 4.Strong focus on technology, R&D and innovation 	<ul style="list-style-type: none"> 1.Reliance on specific divisions for revenue 2.Operations in sectors like transportation and energy storage may face criticism or regulatory challenges due to environmental concerns 3.R&D expenditure fell sharply in past few years
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase production capacity for new-generation electric batteries and buses: 2.Sale of Africa Logistics to MSC Group 3.Flying Whales and the company's logistics division collaborate to transport large freight 4.Boost in e-commerce to bring newer opportunities for logistics 	<ul style="list-style-type: none"> 1.Competitive pricing in logistics due to fragmented industry 2.Increasing transport costs due to rise in prices of inputs

PESTLE Analysis :

The PESTLE Analysis for Bolloré SE is given below:

Political	Economical
1.Impact of Russia-Ukraine war on business	1.Oil prices fluctuating in global markets 2.Global businesses are exposed to foreign exchange risk
Social	Technological
1.Consumers in developed countries are opting for electric vehicles 2.Consumer shift to e-commerce boosted after pandemic	1.Innovation, digitalization and automation in logistics industry 2.Investments in R&D to drive technology innovation
Legal	Environmental
1.The French Sapin II law (2016) requires high investment in corruption detection 2.Numerous litigations were filed against company	1.Sustainable transport development and adoption of renewable energy are rising trends globally 2.Reducing GHG emissions and environmental impact crucial for companies

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