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MAKEMYTRIP SWOT & PESTLE ANALYSIS

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Company Name : MakeMyTrip

Company Sector : Travel

Operating Geography : India, Asia, Global

About the Company :

MakeMyTrip Ltd offers online booking services for regular travel requirements. The company's headquarters are located in Gurugram, Haryana. In 2000, IIM-Ahmedabad alumnus Deep Kalra created the business to meet the demands of the community of Indians living abroad who travel between the US and India. Through its online brands, which include MakeMyTrip.com, goibio.com, Quest2Travel, and redbus.in, the company does business. Through these platforms, the company provides air tickets, hotels and packages, bus tickets, and others. The category that brings in the most revenue is hotels and package tours. The hotels and packages industry offers travel packages and hotel reservations through web-based platforms, contact centres, and branch offices. Its air ticketing division offers the ability to book both domestic and international flights through web-based platforms. Geographically, it is based primarily in India but also has operations in the US, South East Asia, Europe, and other nations. MakeMyTrip's fintech subsidiary TripMoney in April 2022 purchased a controlling share in BookMyForex, India's biggest online provider of foreign exchange services, as part of its effort to become a one-stop shop for all the FX needs of Indian travellers.

MakeMyTrip's USP stems from the fact that it is the leading tour agency in India as well as one of the most well-known and reputable Indian travel companies. The mission statement of the company reads, "to provide customers a one-stop shop for all their travel needs".

Revenue :

US\$ 303.9 million - FY ending 31st March 2022

US\$ 163.4 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for MakeMyTrip is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strategic acquisition of ibibo Group and Bitla will help the company grow 2.Large number of active users visiting the websites operated by the company 3.Considered to be a leading travel company in India and has high brand value 4.Comprehensive selection of services and product offerings 5.Use of an advanced scalable and secure technology platform 6.Customer focused approach of the company will help garner profits 	<ul style="list-style-type: none"> 1.COVID affected the travel sector which reduced the revenues for 2020 2.Lack of formal agreements with travel suppliers for tickets
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expanding operations to new geographic areas 2.Expand Our Service and Product Portfolio to Enhance Cross-Selling opportunities 3.Focus on new strategic investments and acquisitions may help the company grow and expand 	<ul style="list-style-type: none"> 1.Strong competition present in the Indian travel industry limits growth for the company

PESTLE Analysis :

The PESTLE Analysis for MakeMyTrip is given below:

Political	Economical
1.Impact of US-China trade war on the tourism sector 2.Delays in visa processing impacting travel plans	1.Impact of COVID-19 on travel industry in India 2.Increasing gross and disposable income raises demand for travel in India
Social	Technological
1.Impact of social media on the tourism industry 2.Increasing internet penetration in developing countries may drive demand for tourism industry 3.Sharing economy like Uber and Airbnb make travel cheaper	1.Increasing frequency of use of AI and ML in online booking sites
Legal	Environmental
1.Companies and people have to adhere to travel restrictions due to COVID 2.Online travel sites need to adhere to data privacy laws	1.Impact of climate change on the tourism industry

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