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JD.COM INC. SWOT & PESTLE ANALYSIS

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Company Name : JD.com Inc.

Company Sector : e-Commerce

Operating Geography : China, Asia, Global

About the Company :

Beijing-based JD.com, Inc., also known as Jingdong and formerly known as 360buy, is a Chinese e-commerce business. It is one of the two most successful B2C online retailers in China in terms of transaction volume and revenue, a contributor to the Fortune Global 500, and a serious rival to Tmall, which is controlled by Alibaba. On June 18, 1998, Liu Qiangdong established the business. In 2004, the company's retail platform went online. It began as an online magneto-optical store before expanding to sell electronics, cell phones, computers, and related products. JD.com owns the largest drone delivery system, infrastructure, and capability in the world thanks to investments in high-tech and AI delivery using drones, autonomous technology, and robots. JD Logistics has won two national awards for its contribution to the fight against COVID-19 recently. In June 2022, JD.com, Inc. announced that it had extended its three-year strategic cooperation agreement with Tencent. Tencent will continue to provide the Company with prominent Level I and Level II access points on its Weixin platform.

The USP of JD.com is that it is one of the largest online retailers in China. JD.com's mission statement is "Powered by Technology for A More Productive and Sustainable World." And vision is to "Become the Most Trusted Company in the World."

Revenue :

RMB 951,592 million - FY ending 31st December 2021

RMB 745,802 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for JD.com Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strategic partnership with Tencent helps get a huge user base to sell products to 2.Partnership with Walmart allows the company to have an offline presence 3.Diversified portfolio of products and services from logistics, digital technologies and properties being offered on site 4.JD.com offers digital marketing services on its e-commerce platform which improves user experience 5.Operates its own logistics service to fulfill the orders 6.Utilization of AI in its marketing services improves operational efficiency 	<ul style="list-style-type: none"> 1.Intense competitions with physical retail stores along with other e-commerce giants reduces profits 2.Poor management of inventory and high annual inventory turnover days affect the costs
Opportunities	Threats
<ul style="list-style-type: none"> 1.Use of digital technologies by JD Digits improves operational efficiency 2.Investments in Yonghui, Dada Group, Jiangsu and Vipshop may help in rapid growth of the company 3.Omni-channels initiatives by company may help it reach a wider audience 	<ul style="list-style-type: none"> 1.Risk of cyber-attack may lead to data breaches affecting the reputation of the company

PESTLE Analysis :

The PESTLE Analysis for JD.com Inc. is given below:

Political	Economical
1.Impact of US-China trade war on the e-commerce sector 2.Change to Biden administration may affect the e-commerce sector	1.Impact of COVID-19 on online shopping in China 2.Rising disposable income of people in China may increase demand of online shopping
Social	Technological
1.Digital penetration in China is increasing which may raise demand for ecommerce sites 2.Singles' Day will boost sales for ecommerce companies	1.Rising use of AI and ML by Chinese ecommerce companies 2.Risk of cyber-attacks on shopping websites
Legal	Environmental
1.E-commerce companies have to adhere to data privacy laws in China	1.Impact of climate change on the Chinese ecommerce companies

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