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BALFOUR BEATTY PLC SWOT & PESTLE ANALYSIS

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Company Name : Balfour Beatty plc

Company Sector : Infrastructure Sector, Construction services, Support services, Infrastructure Investments

Operating Geography : United Kingdom, Europe, Global

About the Company :

Balfour Beatty plc is a British multinational infrastructure group headquartered in the United Kingdom that specialises in construction, support services, and infrastructure investments. Balfour Beatty is a FTSE 250 Index constituent that operates in the United Kingdom, Ireland, the United States, Canada, and South East Asia. Balfour Beatty was founded in 1909 with a capital of £50,000 by George Balfour, a qualified mechanical and electrical engineer, and Andrew Beatty, an accountant. It employs over 24,500 people globally. The company's portfolio of services includes design and construction, civil, ground, electrical, and mechanical engineering, building and facilities management, social housing, and refurbishment. Balfour Beatty also handles road management and maintenance, rail engineering, and utility upgrade and maintenance. Balfour Beatty has won the Heavy Construction category in the 2020 awards for Britain's Most Admired Companies for the second year in a row. Buckinghamshire Council awarded Balfour Beatty Living Places an eight-year, £176 million contract for the maintenance of highway assets across the county in August 2022.

The USP of Balfour Beatty is that it is a leading international infrastructure group. The mission statement of Balfour reads, "We finance, develop, build and maintain innovative and efficient infrastructure that underpins daily life, supports communities and enables economic growth."

Revenue :

£ 7,185 million - FY ending 31st March 2021

£ 7,320 million - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Balfour Beatty plc is given below:

Strengths	Weaknesses
<p>1.Conducts business in diverse sectors and across different geographies.</p> <p>2.Improving business practices led to positive cash flows and reduced liability plus enough working capital.</p> <p>3.Company has a low financial risk and a healthy order book.</p> <p>4.Share buyback of 150 million worth of euros in 2022 has given a boost to the future shareholders returns for the company.</p> <p>5.Active management of inflation risks and a strong business outlook.</p>	<p>1.The construction segment is dependent on consumer spending which is volatile due to which the company can endure problems during economic slowdown.</p> <p>2.This business is highly dependent on complex structures of supply chains prompt payment code is often impacted during legal problems.</p> <p>3.Highly exposed to the liabilities in terms of increased pension deficits.</p>
Opportunities	Threats

<p>1.Firm can take the advantage of more infrastructure demand created by the economic growth schemes of the governments to tackle challenges posed by Covid-19.</p> <p>2.Since the company is sustainably responsible it can easily produce environment friendly products to meet the UN sustainable goals which can further increase the goodwill of the company.</p> <p>3.The new industrial policy after Brexit focusing on the infrastructure and its components will create profitable opportunities for such a large construction company.</p>	<p>1.Failure to ensure safe and healthy working environment can cause various damage.</p> <p>2.Delivery failure of a project can lead to loss of reputation and long-term obligations.</p> <p>3.Not selecting a congruous JV partner can hamper the successful business operations.</p> <p>4.Failure by supply chain partners to meet operational expectations can cause business disruptions.</p>
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PESTLE Analysis :

The PESTLE Analysis for Balfour Beatty plc is given below:

Political	Economical
<p>1.Completion of Brexit and UK's trade agreement with EU provides clarity in market and allows the government to focus on broader economic growth.</p> <p>2.Launching of Build Back Better recovery program and strong support for infrastructure investments in US.</p> <p>3.Job retention schemes and employee assistance by UK government allowed to keep the talented workforce.</p>	<p>1.The population and productivity growth requires strong infrastructure investments which can be meet by the firm.</p> <p>2.A rising demand and improving fundamentals in the infrastructure assets market is beneficial for the firm.</p>
Social	Technological

<p>1.Since in past one-two years cybersecurity has become a concern in the society and the group uses a lot of data is affected by such related law enforcements.</p> <p>2.The company is socially active with its twitter account having highest followers among the construction sector.</p>	<p>1.New technologies like AI, data analytics and other digitization methods can help the company to address the skill shortages, to improve the customer experience of products and to improve better collaboration within the various departments of the company.</p> <p>2.New technologies can also be used to address the environmental footprint of such infrastructure companies by helping to move from steel and concrete to new raw materials like insulating gels, kinetic technologies, photovoltaic glazing, etc.</p>
Legal	Environmental
<p>1.Brexit has created uncertainty in the free labor movement between Britain and other EU members and since the infrastructure companies depend upon skilled labor forces. This is going to increase labor costs and make the hiring difficult for the company.</p> <p>2.Recent data leaks and cyber-attacks has instigated the demand for Data protection regulations. Passage of GDPR by EU in 2016 is an example. Such laws can affect the reputation and goodwill of any company which fails to follow the guidelines.</p>	<p>1.Focus on sustainable sources of energy and the green industrial revolution and the recent goal of UK government to reduce carbon emissions can create more conducive business for the company</p>

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