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KUWAIT PROJECTS COMPANY (KIPCO) SWOT & PESTLE ANALYSIS

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Company Name : Kuwait Projects Company (KIPCO)

Company Sector : Financial Services, Media and Technology, Real Estate, Education, Manufacturing and Management, and Advisory

Operating Geography : Middle East and North African (MENA), Global

About the Company :

Kuwait Projects Company (Holding), often known as KIPCO, is the Middle East and North Africa (MENA) investment holding company. The company owns a large portion of a portfolio of over 60 enterprises operating in 24 countries. KIPCO was founded on August 2, 1975, under Article 94 of the Kuwaiti Commercial Companies Code, Law No. 15 1960. Financial services, media, real estate, and manufacturing are the group's core business segments. KIPCO has interests in the education and medical sectors through its main firms, subsidiaries, and affiliations. Financial services and media are two of KIPCO's main business categories. Burgan Bank Group, one of the region's largest banking organisations with operations in Algeria, Iraq, Kuwait, Malta, Tunisia, and Turkey, is one of KIPCO Group's financial services companies. KIPCO also owns a majority stake in Gulf Insurance Group, a regional insurance conglomerate with operations in several countries. In the media sector, KIPCO owns a majority stake in OSN, the region's largest and most successful pay-TV provider, which uses cutting-edge technology to broadcast high-quality Arabic, English, and Filipino content. Kuwait Projects Company (Holding) announced in March 2022, that it had reached a preliminary deal to merge with Qurain Petrochemical Industries Company (QPIC).

KIPCO's USP is that it is the market leader in investment holding companies, with its subsidiaries Burgan Bank being Kuwait's second most conventional bank and OSN is the region's first pay-TV platform. KIPCO is dedicated to making meaningful contributions to society in addition to wanting to be a worldwide corporate leader. Kuwait has highlighted three areas for improvement in Kuwaiti society to improve the country's long-term prosperity: education, youth welfare, and health.

Revenue :

KWD 711 million - FY ending 31st December 2021

KWD 753 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Kuwait Projects Company (KIPCO) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong foothold in financial services sector in MENA region 2.Steady growth in OSN's subscriber base 3.Strong increase in revenue of Burgan bank 4.Rapid digitization measures of Burgan bank 5.GIG's acquisition of AXA's insurance operations in the Gulf region 6.Effective delivery of online education by United Education Company 	<ul style="list-style-type: none"> 1.Unable to offload stake in OSN
Opportunities	Threats
<ul style="list-style-type: none"> 1.Demand recovery in real-estate sector due to eased Covid measures 2.OSN expanding subscribers by partnering with regional telcos 	<ul style="list-style-type: none"> 1.Continued defaults in debt repayment in banking sector 2.Rapid digitization by competitor banks 3.Qurain Petrochemical Industries Company's dependence on oil cycle

PESTLE Analysis :

The PESTLE Analysis for Kuwait Projects Company (KIPCO) is given below:

Political	Economical
1.The government being directly in competition with the private sector 2.Volatility in oil prices due to conflicts and wars 3.Lack of determination on part of the current government	1.Insufficient economic stimulus by the government in response to the pandemic 2.Possibility of Kuwait going bankrupt
Social	Technological
1.Increasing public hostility towards the business community 2.Protests against silk city	1. Unable to find any substitute for oil
Legal	Environmental
1.Government's decision to defer loan repayments	1.Kuwait's target of meeting 15% energy demand through renewable sources by 2030

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