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## SEVERN TRENT SWOT & PESTLE ANALYSIS

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**Company Name :** Severn Trent

**Company Sector :** Water supply

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Severn Trent is a water utility with its headquarters in Coventry, England. The company's registered trademark, Severn Trent, refers to a collection of businesses having operations in the Middle East, the United States, mainland Europe, and the United Kingdom. In 1974, the Severn Trent Water Authority was founded. In July 1989, the Water Act partially privatised the Severn Trent Water Authority along with the rest of the water supply and sewage disposal industry in England and Wales to create Severn Trent Water. It got its name from the two previous River Authorities, which oversaw the Trent and Severn River catchments. Eight million residential and commercial customers in the British Midlands receive water and sewage services from Severn Trent PLC. In addition, Severn Trent has expanded into several associated industries, such as waste management, water technology services, and the development of software systems for various industrial uses. The business has expanded outside of its market as well, taking part in a variety of operational and consultancy ventures abroad. The company has collaborated with Connexin in 2022 to implement IoT and smart technology across its network.

Severn Trent's unique selling point lies in its being the largest water utility in Britain, affecting the lives of millions of people throughout the Midlands. The mission statement of the company reads, "To serve our customers and communities "

**Revenue :**

£1,943.3 million - FY ending 31st March 2022 (y-o-y growth 6.35%)

£1,827.2 million - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Severn Trent is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.A robust risk management framework to identify and mitigate risk.</li> <li>2.Strong financials reflected by significant increase in both EBITDA and PBIT.</li> <li>3.Innovative technology enabling monitoring of water quality.</li> <li>4.A resilient, well-maintained network of clean water.</li> <li>5.Strong relationship with suppliers and contractors.</li> </ul>	<ul style="list-style-type: none"> <li>1.The nature of the company's business poses a risk to its contractors and members.</li> <li>2.Backlash due to significant rise in bills.</li> <li>3.Significant interruptions in supply of water</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Enhancing digital engagement with customers</li> </ul>	<ul style="list-style-type: none"> <li>1.Key suppliers may fail to meet contractual obligations causing disruptions to critical services.</li> <li>2.Threats of possible cyber-attacks or system failure.</li> <li>3.Stricter legal and environmental obligations which increase the cost of non-compliance.</li> <li>4.Shifts in expectations of customers and regulators.</li> <li>5.Failure to fund pension scheme sustainably.</li> <li>6.Catastrophic breach in any of their reservoir(s).</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Severn Trent is given below:

Political	Economical
1.Impact of ongoing conflict in Ukraine on UK  	1.Increasing energy prices impacting costs. 2.Inflation in UK hitting record highs along with high chances of a recession 3.Rate hikes by central banks
Social	Technological
1.Evolving customer expectations with change in UK's demographics. 2.Increased accessibility by reduction of bills.	1.Increasing instances of cyber-crimes in UK 2.Digital transformation of water network 3.Focus on innovation through collaborations
Legal	Environmental
1.Rising concerns regarding water quality in UK could led to stricter regulations. 2.Heavy penalty imposition regarding sewage disposal irregularities 3.Strongly regulated industry requiring constant work with bodies on policies	1.Rising heat waves and water shortages in UK 2.Investment in waste operations to minimize the impact on the environment

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