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PROSUS N.V. SWOT & PESTLE ANALYSIS

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Company Name : Prosus N.V.

Company Sector : Internet Services and E-Commerce Technologies

Operating Geography : Netherlands, Europe, Global

About the Company :

Prosus N.V., also known as Prosus, is a Dutch multinational conglomerate company with its headquarters in Amsterdam, Netherlands. It is the global Internet assets division of South African multinational Naspers. In March 2019, Naspers declared its plan to list Prosus, a new global consumer internet group made up of its worldwide internet assets, on Euronext Amsterdam. Classifieds, Payments & Fintech, Food, Etail, Ventures, and Travel make up the company's six business divisions. It also owns shares of assets posted on social media and the internet. Marketplaces on mobile devices and online are managed by the Classifieds business sector. PayU is a payment service platform that belongs to the business sector of payments and fintech. Companies that deliver food are managed by the food delivery business sector. A travel-related web platform is run by the Travel business area. Etail businesses include those that engage in business-to-consumer e-commerce. The Venture business category identifies and finances early-stage businesses. Prosus and Naspers signed The Climate Pledge in September 2022, pledging to achieve net zero carbon emissions by 2040.

Prosus's USP lies in its being a leading global consumer internet company and one of the biggest technology investors in the world, active in markets with long-term growth potential and developing market-leading consumer internet businesses that empower individuals and improve communities. The mission statement of Prosus reads, "to improve everyday life for billions of people through technology".

Revenue :

US\$ 6,866 million - FY ending 31st March 2022 (y-o-y growth 34.2%)

US\$ 5,116 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Prosus N.V. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified revenue streams reduce dependence on a particular segment 2.Strong financials and increasing revenues help in sustainable growth 3.Strategic investments and partnerships help in growth of the group 4.Presence of a sustainable ecosystem 5.Focus on building long term partnerships and nurturing local entrepreneurs 	<ul style="list-style-type: none"> 1.Company is subject to financial risks and its acquisitions are under numerous regulations which may hamper growth
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing Asian market and rising internet users gives opportunity to grow for the company 2.Focus on blockchain technologies may lead to higher revenues 3.Strongly growing payments industry provides opportunity for Prosus to invest 4.Use of AI in food delivery businesses would reduce operating costs 	<ul style="list-style-type: none"> 1.Threat of cyberattacks across all its online businesses 2.Businesses are susceptible to external shocks like COVID

PESTLE Analysis :

The PESTLE Analysis for Prosus N.V. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.US-China trade war affects the ecommerce businesses in Asia and the globe 2.Impact of Brexit on ecommerce businesses in Europe 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of COVID-19 on food delivery sector in the Asian markets 2.Diverging prospects across Asian markets 2013 China and India remain strong
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Rise in internet penetration and use of digital services by people in Asia 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Rise of fintech start-ups in Asia presents opportunities for Prosus to invest 2.Digital transformation of multiple businesses due to COVID 3.Rise in Internet of Things (IoT) companies gives opportunities for Prosus
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Internet companies have to adhere to data privacy laws in Europe 2.Following the foreign direct investment policies of various Asian countries to invest in companies 3.Increasing global crackdown on big-tech 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Impact of climate change business environment in Asian countries

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