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AUSTRIAN POST SWOT & PESTLE ANALYSIS

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Company Name : Austrian Post

Company Sector : Postal Services, Logistics

Operating Geography : Austria, Europe, Global

About the Company : Headquartered in Vienna, Austria, Austrian Post is a postal service company. Established in 1999 it is listed on the Vienna Stock Exchange, dealing with express, package and mail delivery services worldwide. In 1986 Austrian post started the Express mail services and is also an EMS Cooperative contracted delivery agent within the UPU (Universal Postal Union). Austrian Post has launched bank99, a credit institution that provides online services and personal customer support at 1800 service points throughout Austria. Bank99 offers services for national and international financial transactions, offers checking accounts for private customers and credit cards. As of early 2022, more than 27,000 people were employed with Austrian Post who work day and night for the benefits of the customers and build the foundation for the success of the company. Each year employees throughout 1,800 branches handle 15,000 letterboxes, 80 million packages, 860 million letters and 3.5 billion items of marketing material. This popular postal company has received many accolades like the Austria's Leading Company Award, People's Choice Award and World Post and Parcel Awards.

The mission statement of Austrian Post is "To create personal connections and improve on an ongoing basis. Whether its electronically or personally, convenience and sustainability are key." The vision statement of Austrian Post is "We are true trailblazers and as such, we successfully connect people and markets to tomorrow." The Unique Selling Point or USP of Austrian Post lies in being Austria's leading logistics and postal service provider along with the branch network of the Austrian Post ranking among the largest private customer network in the country.

Revenue :

2,519 million - FY ending 31st December 2021 (y-o-y growth 14.9%)

2,192 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Austrian Post is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Tailor-made customer solutions for warehousing and fulfillment. 2.The company has achieved 100% emission free deliveries in Graz. 3.The company is the market leader in letter mail, direct mail, and parcel business in Austria. 4.Massive reach of bank99 throughout Austria. 	<ul style="list-style-type: none"> 1.High staff cost structure of the company's business model.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Partnership with Austrian universities and technical colleges. 2.Rise in parcel volumes due to increase in online shopping. 3.Development of retail and digital offerings for private customers and SMEs. 4.Acquisition of ING's retail banking operations in Austria. 	<ul style="list-style-type: none"> 1.Rise of electronic substitutions for letter mails. 2.Risks arising as a result of volume shift from letter mails to parcels. 3.Investigations against the company for violations of several provisions.

PESTLE Analysis :

The PESTLE Analysis for Austrian Post is given below:

<p style="text-align: center;">Political</p> <p>1.Special offerings in wake of the Russia-Ukraine war</p>	<p style="text-align: center;">Economical</p> <p>1.Ongoing Economic turmoil in Turkey. 2.Soaring gas prices in Europe. 3.Record inflation and economic slowdown in large parts of Europe.</p>
<p style="text-align: center;">Social</p> <p>1.Increasing popularity of e-commerce driving parcel growth</p>	<p style="text-align: center;">Technological</p> <p>1.Increasing substitution of traditional mail by electronic media 2.Focus on innovation and R&D through collaborations 3.E-vehicles and efficient new technologies for trucks to drive carbon free delivery</p>
<p style="text-align: center;">Legal</p> <p>1.Increasing transparency requirements being imposed on organizations with regard to sustainability 2.Litigations related to GDPR regulations</p>	<p style="text-align: center;">Environmental</p> <p>1.Strong focus on Climate transition in Austria 2.Reusable solutions for parcel shipping to drive circular economy</p>

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