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VERTU MOTORS PLC SWOT & PESTLE ANALYSIS

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Company Name : Vertu Motors plc

Company Sector : Automobile Dealership

Operating Geography : United Kingdom, Europe, Global

About the Company :

The UK's Vertu Motors plc is a retailer of automobiles which was founded in 2006. The company runs franchised auto dealerships that provide new, used, and commercial vehicles with sales, service parts, and Bodyshop facilities. Many of the firm's dealerships are run under the Bristol Street Motors name. Additionally, it runs a variety of franchise dealerships, including those for Mercedes-Benz, Jaguar, Land Rover, Volkswagen, and Audi. The business offers a variety of goods, including fleet vehicles, fleet vehicles, new and used automobiles, vans, trucks, motorbikes, and parts and accessories. Furthermore, it focuses on selling auto wiper blades and related items online. Among its brands are Ace Parts, Car Credit Assured, Macklin Motors, Vertu Motors, Vansdirect, and What Car? Leasing, Vertu Lease Cars, and Bristol Street Motors. In November 2022, Vertu Motors has become the UK's largest BMW Motorrad motorcycle retailer acquisition of two Yorkshire dealerships from Saltaire Motor Company.

The unique selling proposition of Vertu Motors is that it is a member of one of the biggest automotive retailer groups in the UK, offering a thorough and welcoming motability service to a significant customer base. The mission statement of Vertu Motors reads, "To deliver an outstanding customer motoring experience through honesty and trust".

Revenue :

£3,615.1 million - FY ending 28th February 2022 (y-o-y growth 41.89%)

£2,547.7 million - FY ending 28th February 2021

SWOT Analysis :

The SWOT Analysis for Vertu Motors plc is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.First retailer in UK to offer full online retailing of used cars. 2.Diverse portfolio consisting of world-renowned brands. 3.Strong performance across all financial parameters. 4.Strong focus on digitization. 5.Growth in ancillary business. 6.Strong brand partnerships bolstering growth. | <ul style="list-style-type: none"> 1.Difficulty in getting new and used vehicles may slow growth |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Strong demand revival in the used vehicles segment 2.Focus on acquisitions to drive business expansion | <ul style="list-style-type: none"> 1.Rise in taxation in the UK. 2.Risks of fluctuations in exchange rates. 3.Unavailability of credit and financing. 4.Ending of the plug-in car grant in the UK. 5.Soaring cost of energy impacting business |

PESTLE Analysis :

The PESTLE Analysis for Vertu Motors plc is given below:

| Political | Economical |
|---|---|
| 1.Political instability in UK to impact economy | 1.Likely recession in the UK to impact business 2.Rate hike by the UK Central Bank. |
| Social | Technological |
| 1.Increasing consumer preference for electric vehicles (EVs) 2.Increased preference for personal mobility with people remaining wary of public transport | 1.Investment in Robotic Process Automation (RPA) 2.Digitalization to improve efficiency and drive business growth |
| Legal | Environmental |
| 1.Rise of corporation tax in the UK | 1.In line with the UN's Sustainable Development Goals, the group is focused on sustainability 2.Provide increasingly sustainable choices for all customers |

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