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CHINA VANKE CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : China Vanke Co. Ltd.

Company Sector : Real Estate

Operating Geography : China, Asia, Global

About the Company :

China Vanke Co., Ltd. is a real estate production and sales company. It is a land developer that specialises in low-cost housing projects. The company is headquartered in Shenzhen, China. On May 30, 1984, it was founded as the Shenzhen Modern Scientific Education Instruments Exhibition and Sales Center. The company was registered as a state-owned corporation, with Wang Shi serving as the legal representative, and its primary activity was the manufacture and selling of office automation and specialist film and television equipment. Real Estate Development and Property Services are the company's two primary market divisions. Real estate and urban planning services are provided in the residential property sector by the Real Estate Development segment. Residential property services, commercial office property services, developer services, asset-based services, building-based services, and life-based services are also included in the Property Services category. As of early 2022, China Vanke employees over 139,494 people worldwide.

China Vanke's Unique Selling Point or USP lies in it being one of the largest real estate and urban planning service providers in China, as well as one of the largest property management companies in the country. China Vanke's vision statement reads, “building quality housing for ordinary people to live in”.

Revenue :

RBM 419,111 million - FY ending 31st December 2020

RBM 367,893 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for China Vanke Co. Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Consistency of quality delivered via automation of activities and use of AI. 2.High return on equity and return on investment ratios 3.Strong positioning with fulfillment of customer demands 4.Strong and growing financials from the past 5 years 5.High turnover operations with high management efficiency 	<ol style="list-style-type: none"> 1.The construction and building material cost have increased
Opportunities	Threats
<ol style="list-style-type: none"> 1.Opening up of new markets because of expanding influence of China 2.New infrastructure requirement due to urbanisation can bring in many new projects. 	<ol style="list-style-type: none"> 1.Urbanization has matured in China which can reduce infrastructural demand 2.Rising pay and wages can affect the company negatively as its costs will increase. 3.The demand is seasonal in nature hence profitability is negatively affected in short and medium term. 4.Increased competition from overseas real estate enterprises after china became part of WTO 5.Housing development has been distorted by speculation, income inequality and lack of government support for low\cost houses.

PESTLE Analysis :

The PESTLE Analysis for China Vanke Co. Ltd. is given below:

<p style="text-align: center;">Political</p> <p>1.No change in Governance in China provides a stable and friendly business environment for Vanke China</p> <p>2.USAs America first policy and similar policies form other government has negatively impacted Vanke</p> <p>3.Unrest in Hong Kong poses a threat to the operations of company in that region</p>	<p style="text-align: center;">Economical</p> <p>1.Recession due to COVID has affected the industry and company negatively.</p> <p>2.The demand in the sector has reduced but the supply remains high which has led to buyers having lot of bargaining power and can lead to reduced revenue.</p> <p>3.China has low inflation rate which brings more stability to the market and industry.</p>
<p style="text-align: center;">Social</p> <p>1.Rising pay level will negatively affect the company as its costs will increase.</p> <p>2.Demographic change in china- The average age of Chinese population is rising.</p>	<p style="text-align: center;">Technological</p> <p>1.Automation of tasks and activities have brought consistency of quality.</p> <p>2.Promotion of smart construction site in an effort to achieve safe and high-quality construction.</p>
<p style="text-align: center;">Legal</p> <p>1.Involvement in lawsuit may harm reputation</p>	<p style="text-align: center;">Environmental</p> <p>1.Sustainability initiatives as part of ESG practices</p>

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