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SUN HUNG KAI PROPERTIES LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Sun Hung Kai Properties Limited

Company Sector : Real Estate

Operating Geography : Hong Kong, Asia, Global

About the Company :

Sun Hung Kai Properties Limited, based in Hong Kong, is a publicly traded company and a property developer. Kwok Tak-seng, Fung King-hey, and Lee Shau Kee created Sun Hung Kai Enterprises Co., Ltd., the group's forerunner, in 1963. Sun Hung Kai Properties Inc. was incorporated in July 1972, and it went public on the Hong Kong stock exchanges in August 1972. It constructs residential and commercial real estate developments for sale or investment. Land acquisition, architecture, building, engineering, and property management are among the services provided by this company, which employs over 38,000 people. Property sales and rentals provided the majority of the company's revenue and operational profit. The Company's business is divided into six areas, including Property Sales, Property Rental, Telecommunications, Hotel Operation, Transport Infrastructure and Logistics, and Other Businesses, which are all run by subsidiaries. For the fourth year in a row, the company was named Bloomberg Businessweek's "Listed Enterprises of the Year" and HKEJ's "Listed Company Award of Excellence" in 2022. Sun Hung Kai Properties has over 39,000 employees as of early 2023.

The unique selling point of Sun Hung Kai Properties lies in its being one of the Hong Kong's largest property developers. The mission statement of the company reads, "Our corporate mission is 'Building Homes with Heart'. Hong Kong is our home and we are committed to its sustainable development".

Revenue :

HK\$77,747 million - FY ending 30th June 2022

HK\$85,262 million - FY ending 30th June 2021

SWOT Analysis :

The SWOT Analysis for Sun Hung Kai Properties Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest Real Estate Company in Hong Kong by Market Capitalization 2.Sound Financial position with a low debt leverage and high interest cover. 3.Majority of the financing is from Hong Kong which reduces the exchange risk 4.Diversified property development portfolio 	<ul style="list-style-type: none"> 1.Poor performance of the Group's rental portfolio and hospitality business
Opportunities	Threats
<ul style="list-style-type: none"> 1.Bolstered by healthy domestic consumption the Group's mainland retail rental portfolio is expected to perform well. 2.Expansion of investment properties, boosting the Group's recurrent income base from the mainland. 3.The Hong Kong residential market will experience a boom 	<ul style="list-style-type: none"> 1.Tight border controls amid COVID-19 infections in the territory present a key obstacle for near-term economic recovery. 2.The Evergrande crisis, as well as China's economic risks, add to Hong Kong's commercial property market's worry. 3.Hong Kong's property tycoons braced for further losses from zero-Covid regime

PESTLE Analysis :

The PESTLE Analysis for Sun Hung Kai Properties Limited is given below:

Political	Economical
<p>1.Hong Kong's new policy on Housing Development could boost the wealth of its property tycoons.</p> <p>2.Pressure by Beijing to impose price caps to help solve a potentially destabilising housing shortage.</p> <p>3.Geopolitical risks, including escalating Russia-Ukraine crisis and continuing Sino-US tensions, remain a headwind.</p>	<p>1.China Traders Bet Promised Stimulus Will Outweigh Covid Outbreak</p> <p>2.Gradual resumption of quarantine-free travel with the mainland, driving a full recovery of the local economy</p>
Social	Technological
<p>1.Excessive and Unlawful monopoly by Hong Kong's property developers.</p> <p>2.Helping to cope with housing shortages and improving living conditions of underprivileged.</p>	<p>1.Booming virtual real estate in the metaverse, could be a potential trillion-dollar opportunity due to heavy interest returns.</p> <p>2.Consumer adoption of 5G has remained strong, bolstered by the company's truly world-class 5G network.</p>
Legal	Environmental
<p>1.Complex Succession issues among the family members could affect the investors' confidence in Sun Hung Kai Properties Ltd.</p>	<p>1.Sustainable Real Estate Development gains momentum through optimizing resource efficiency, reducing carbon footprint, etc.</p> <p>2.Integrating project development with environmental Protection.</p> <p>3.Promoting wider use of Electrical Vehicles across Hong Kong.</p>

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