

---

# S&P TEST

SWOT & PESTLE.com

---

## SUN HUNG KAI PROPERTIES LIMITED SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

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

## 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>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.  
The complete report for **Sun Hung Kai Properties Limited** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**