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LOOKERS PLC SWOT & PESTLE ANALYSIS

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Company Name : Lookers plc

Company Sector : Car Retail and Aftersales Service

Operating Geography : United Kingdom, Europe, Global

About the Company :

Lookers plc is a British car dealership company based in Manchester, England. The company was founded in 1908 and is listed on the London Stock Exchange. Lookers operates around 150 dealerships across the UK, representing more than 32 car manufacturers. The company offers a range of services, including new and used car sales, car financing, and after-sales services such as vehicle servicing, maintenance, and repairs. Lookers also provides fleet management services for businesses and organizations. In addition to its core automotive business, Lookers operates a specialist division that provides insurance, vehicle leasing, and vehicle parts and accessories. The company employs over 6,500 people across the UK and Ireland as of early 2023. The company has also been recognized for its corporate responsibility initiatives, including its commitment to reducing carbon emissions and promoting diversity and inclusion within its workforce.

The USP of Lookers plc lies in it being a leading car dealership retailer. The company aims to achieve this by offering high-quality products and services, investing in its employees, and operating with integrity and transparency.

Revenue :

£4,050.7 million - FY ending 31st December 2021 (y-o-y growth 9.48%)

£3,699.9 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Lookers plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Reverse stress testing strengthening financial assurance 2.Enhancement of all financial Key performance indicators (KPIs) 3.Improved operational optimization strengthening business 4.Enhancing foothold through leveraging technology and digitization 	<ul style="list-style-type: none"> 1.Supply chain issues in new and used car markets affecting sales.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expanding OEM relationships 2.Increasing market penetration in used vehicles segment. 3.Leveraging corporate leasing and fleet capabilities. 4.Significant shift in preference towards EV. 5.A thriving UK used car market. 	<ul style="list-style-type: none"> 1.Conflict in Ukraine disrupting supply chains 2.Increasing cyber security risks. 3.The group is subject to a number of regulatory regimes.

PESTLE Analysis :

The PESTLE Analysis for Lookers plc is given below:

Political	Economical
1.Ongoing Russia and Ukraine conflict 2.The effect of Brexit on Britain's business sector	1.Rising cost of living affects the car retail sector. 2.Rate hikes in the UK make borrowing costly.
Social	Technological
1.Significant shift in preference towards EV 2.The impact of COVID-19 on used vehicles market	1.Semiconductor shortage have affected the automotive industry the most 2.Leveraging technology and digitisation in operations
Legal	Environmental
1.Legal probe into the company's car dealerships	1.Mapping elements of Business Strategy to be supported by ESG Strategy

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