
S&P TEST

SWOT & PESTLE.com

ASCOTT 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.

Company Name : Ascott

Company Sector : Real Estate

Operating Geography : Asia, Global

About the Company : Ascott Limited is the wholly owned subsidiary of Capital Land Limited, one of Asia's largest real estate company. Ascott limited operate more than 11627 apartment units in 38 cities across 14 countries. Ascott is listed Singapore Stock Exchange and currently have a total asset value of S\$4.8 billion.

Revenue :S\$ 475.6 Million

SWOT Analysis :

The SWOT Analysis for Ascott is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global presence. 2.Leadership Team has long term experience in real estate business. 3.Strong growth parameters in ASEAN economy, company's focused region. 4.Strong Financial fundamentals. 5.Robust expansion of operating units. 	<ul style="list-style-type: none"> 1.Occupancy rates have been unchanged over couple of years. 2.High long-term capital debt. 3.Flat stock market performance.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion opportunities in Emerging economies like India, Brazil, Russia, GCC etc. 2.Opportunities to increase GRI index against peers. 3.Opportunity to grow mid-range service apartments. 	<ul style="list-style-type: none"> 1.Ever increasing competition into the market. 2.Threats from online rental home companies like Airbnb. 3.Competition from long stay hotel chains like Marriot International. 4.Slow Down in Chinese Economy. 5.Uncertainty in International Assignment segment due to visa regulations.

PESTLE Analysis :

The PESTLE Analysis for Ascott is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Interest rate regulation affect long term borrowings. 2. Political instability in GCC and EMEA markets. 3. Political turmoil In America and European market affect investor relation and Corporate demand. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Stagnant growth in developed markets. 2. Robust economic growth in emerging markets. 3. Fluctuating currency situation.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Partnership with SMU-X for applied research. 2. Launch of AEC (Ascott Centre of Excellence) for human capital development. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Smart Living initiative launched with help of IOT. 2. Increased usage of Online booking and Online support management.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Ongoing legal dispute with London gallery of art regarding renovation and displacement. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. GO GREEN Initiative launched in 2012. 2. Earth Hour Celebrated across all properties in 2016. 3. EHS certification for properties. 4. Paper and energy conservation initiatives.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Ascott** SWOT & PESTLE Analysis is a paid report at **21.53 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 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