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## ASCOTT SWOT & PESTLE ANALYSIS

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

## PESTLE Analysis :

The PESTLE Analysis for Ascott is given below:

Political	Economical
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.	1.Stagnant growth in developed markets. 2.Robust economic growth in emerging markets. 3.Fluctuating currency situation.
Social	Technological
1.Partnership with SMU-X for applied research. 2.Launch of AEC (Ascott Centre of Excellence) for human capital development.	1.Smart Living initiative launched with help of IOT. 2.Increased usage of Online booking and Online support management.
Legal	Environmental
1.Ongoing legal dispute with London gallery of art regarding renovation and displacement.	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.

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