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AYALA CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Ayala Corporation

Company Sector : Diversified

Operating Geography : Philippines, Asia

About the Company : Ayala corporation, founded by Domingo Roxas and Antonio de Ayala in 1834 is one of the largest and oldest conglomerates in Philippines which is into real estate, financial services, telecommunications, water infrastructure, electronics manufacturing, automotive distributorship and dealership, business process outsourcing, new investments in power generation, transport infrastructure, and education. This industrial conglomerate offers electronics manufacturing services for various original equipment manufacturers including in automotive, industrial, consumer, computing, medical electronics, and communication. It has a total of 56,000 employees as per 2019 records. Head quartered in Makati, Philippines, the Ayala Group has diversified interests.

Ayala Group's mission statement reads "Anchored on values of integrity, long-term vision, empowering leadership, and with a strong commitment to national development, Ayala fulfills its mission to ensure long-term profitability and value creation. Ayala creates synergies as it builds mutually-beneficial partnerships and alliances with those who share its philosophies and values." Ayala Corporation's vision statement reads "We will be the most relevant, innovative and enduring Philippine-based business group, enabling shared value and prosperity for the many stakeholders we serve." Ayala Group's USP lies in being one of the largest Filipino conglomerate having a diverse spectrum of businesses in real estate, financial services, telecommunications, and a broad range of investments in water, electronics, manufacturing, automotive, international operations, healthcare, education, power, and transport infrastructure.

Revenue :

? 302.4 Bn (Phillipine Peso) – FY ending 31st Dec 2018 (y-o-y growth 69.3 %)

? 178.6 Bn (Phillipine Peso) – FY ending 31st Dec 2017 (y-o-y growth 30.1%)

SWOT Analysis :

The SWOT Analysis for Ayala Corporation is given below:

Strengths	Weaknesses
1.Strong Financial growth and profitability 2.Strong and experienced portfolio of the business units: 3.Excellent corporate governance framework 4.Strategies aligned towards sustainable development	1.Very little Global presence 2.Not much into exports
Opportunities	Threats
1.Growing needs of growing economy 2.Entry into e-commerce sector 3.Inorganic growth through strategic partnerships	1.Possible contingencies in portfolio management 2.Risks arising due to political and regulatory reforms 3.Funding 4.Adverse impact of capital market factors 5.Innovation 6.Synergy risk

PESTLE Analysis :

The PESTLE Analysis for Ayala Corporation is given below:

Political	Economical
1.After effects of Trump's policies 2.Continuous disputes amongst nations over certain islands in the West Philippine Sea	1.Resilience to global economic slowdown in 2016 2.Growth prospects are subjected to certain downside risks
Social	Technological
1.Growing demand for products and services to maintain social status in emerging markets	1.Digitalization of services through technology 2.Transforming the telecomm sector
Legal	Environmental
1.Laws promoting business growth	1.Environment protection laws 2.Ayala Land aims to be carbon neutral by 2022

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