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AMERICAN PRESIDENT LINES LTD. (APL) SWOT & PESTLE ANALYSIS

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Company Name : American President Lines Ltd. (APL)

Company Sector : Shipping and Logistics Industry

Operating Geography : Singapore, Global

About the Company : American President Lines Ltd. which is simply referred to as APL is a major player in the ocean carrier space, with comprehensive container shipping and related services, worldwide. The company is also one of the oldest shipping companies in the world and was incepted in 1848. Initially they were called the Pacific Mail Steamship Company until 1921, when they were acquired by Dollar Steamship Lines. In 1938, the directorial board changed the name to American President Lines. Their expertise is derived from their skilled workforce and a 170 year old heritage. In terms of their employee headcount they are a 29000 member strong company as of 2018. The company operates in more than 70 countries across the globe, with roughly 11.7% market share and 536 vessels. In 2016 CMA CGA Group acquired Singapore-based NOL (Neptune Orient Lines), whose chief operating brand is APL (American President Lines). APL is headquartered in Scottsdale in Arizona and is also co-headquartered by a facility in Singapore to levy more clout in their Asian operation. APL runs over 110+ weekly services around the globe.

Revenue :

Group revenues of the parent company CMA CGM Group

US \$21.12billion - FY 31st Dec 2017 (y-o-y growth 32.1%)

US \$15.98 billion - FY 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for American President Lines Ltd. (APL) is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Fleet Composition 2.Time-centric services 3.Refrigerated services 4.SOLAS- Gross Mass tools | <ul style="list-style-type: none"> 1.Risk of ownership 2.Hazardous Cargo |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Intermodal competencies 2.CMA CGM Acquisition 3.SERENITY-Value Added Services 4.Big data Tracking | <ul style="list-style-type: none"> 1.High Capital Investments 2.Competitive Rivalry |

PESTLE Analysis :

The PESTLE Analysis for American President Lines Ltd. (APL) is given below:

| | |
|---|---|
| Political | Economical |
| 1.U.S. Flag services | 1.Inbound Advance Manifest Cut-offs 2.Market Consolidation 3.Market slump |
| Social | Technological |
| 1.Cargo Assurance Policy 2.Corporate Social Responsibility | 1.Online booking 2.Electronic Data Interchange 3.SMART Reefers |
| Legal | Environmental |
| 1.OCEAN alliance 2.Supply chain security policies | 1.Environmental sustainability Policy 2.Fleet carbon emissions |

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