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GPT GROUP SWOT & PESTLE ANALYSIS

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Company Name : GPT Group

Company Sector : Construction and Realty, Real Estate Investment Trust

Operating Geography : Australia

About the Company : GPT Group is one of the Australia's largest groups with diversified interests in Fund Management, high quality Office & Logistic property and retail. The company operates mostly in Australia. It is headquartered in Sydney, Australia. Most praised real estate like Australian Square, Sydney, Melbourne Central and Highpoint Shopping Centre in Melbourne and MLC centre in Sydney are managed by the Group. The group got listed on the Australian Stock Exchange (ASX) in 1971 & today has an evaluation of more than \$7 billion. GPT group owns & manages 32 high quality logistic & business parks assets across Australia's Eastern seaboard.

Revenue : AU \$1.153 billion (Net Profit) - FY16

SWOT Analysis :

The SWOT Analysis for GPT Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Diversified group mitigates business risk 2. Sustainability & environment friendly business outlook 	<ol style="list-style-type: none"> 1. Longer re-let vacant space time
Opportunities	Threats
<ol style="list-style-type: none"> 1. Bank on sustainability outlook 	<ol style="list-style-type: none"> 1. Government regulations 2. Threat of real estate bubble

PESTLE Analysis :

The PESTLE Analysis for GPT Group is given below:

Political	Economical
1. Government regulations	1. Low spending by younger Australians 2. Threat of real estate bubble
Social	Technological
1. Community engagement	1. Technologically advanced organization
Legal	Environmental
1. Cases against GPT Group	1. Sustainability ratings

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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.

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