
S&P TEST

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SISTEMA SWOT & PESTLE ANALYSIS

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Company Name : Sistema

Company Sector : Diversified

Operating Geography : Russia

About the Company : Sistema is the largest private investor in the Russian economy. The company was established in the year 1993, and today its investment portfolio comprises stakes in majorly Russian companies in diversified areas of economy like telecommunications, retail, agriculture, timber processing, high technology, health care, real estate, banking, and hospitality. Headquartered in Moscow, Russia, Sistema has been able to emerge as a major stakeholder in majority of its companies. It focuses on finding synergies of its companies with other opportunities and invests accordingly. Improving operational efficiency is one of the core competencies of Sistema, by which it helps corporations attract industry partners, enhance expertise and reducing risk of investments. Sistema's global shares features on the London stock exchange and ordinary shares are listed in Moscow stock exchange. Some of the major companies of the group are MTS, Detsky Mir, Segezha Group, Agro holding Steppe, Real-estate assets, BPGC, Binnofarm, RTI, Medsi, and MTS Bank.

The company believes in investing directly through its corporate center into controlling stakes of large assets including distressed undervalued businesses or in large tech companies. Most of the assets with Sistema are mature businesses. According to company policies they acquire assets only when it's Debt/ OIBDA is less than 3.0 or there is a plan of bringing it down to acceptable limits within two years and the deal size starts from \$ 100 Million.

Sistema's mission is to build an investment company with multi-industry expertise and a strong track record in managing shareholder and third-party funds. Investments focus primarily on new and innovative industries, with no restrictions on geography or industry. Being one of the leaders in its domain it is expanding rapidly in growing economies.

Revenue :

RUB 704,551 million – FY ending 31st Dec 2017 (y-o-y growth 3.5%)

RUB 680,864 million – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Sistema is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High growth companies dotting Sistema's portfolio 2.Strong Cash flows with reduction in costs 3.Creating new investment funds 4.High transparency in operations 	<ul style="list-style-type: none"> 1.Heavy dependence on Russian economy 2.Increase in level of debt 3.Overdependence on MTS
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expanding retail business in more emerging markets 2.Enormous scope of increasing the market share in Russian paid healthcare market. 3.Expansion in e-commerce and retail industries of growing economies 4.Investment opportunity in technology based start-ups 	<ul style="list-style-type: none"> 1.Range of lawsuits against its core companies 2.High competition in emerging markets

PESTLE Analysis :

The PESTLE Analysis for Sistema is given below:

Political	Economical
1. Geo-Political turmoil in Russian Federation. 2. Political unrest in developing countries	1. Effect of Sanctions over Russian companies by West. 2. Restrictive policies regarding foreign investment in Russia. 3. Restrictive banking laws of Russian banks
Social	Technological
1. Changing consumer trends	1. Bridging the gap between Schools \/ University with high tech business 2. Investment in disruptive technologies
Legal	Environmental
1. Unpredictable court rulings and administrative decisions 2. Anti-Monopoly laws 3. Complex tax legislations	1. Development of environmental friendly as well as efficient products

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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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