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## WESTFIELD GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Westfield Group

**Company Sector :** Retail

**Operating Geography :** Australia and NZ, Global

**About the Company :** The Westfield Group first began as a shopping centre in the western suburbs of Sydney. Westfield Corporation came into existence in the year 2014, when the Westfield group got divided in terms of area of operations. Westfield Corporation is one of the leading shopping centre companies in the world with its centers' located across the USA and in UK. Westfield corporations cater to the food, fashion, leisure and entertainment demands of the consumers through its 40 malls. It hosts 2000+ people as of 2012.

**Revenue :**AU \$635.5 million - FY2014

## SWOT Analysis :

The SWOT Analysis for Westfield Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Pop-Up retail concept enhances small retailers to be a part of the chain</li> <li>2. Cart concept allows local players to broadcast their products to wider audience</li> <li>3. Efficient use of technology for sustainable business</li> <li>4. Good CSR activities like promoting education</li> <li>5. Partnering with retail partners to increase their sales</li> <li>6. Good operating margin compared to the biggest player</li> </ol>	<ol style="list-style-type: none"> <li>1. The company is having a poor interest coverage ratio, chances of bankruptcy</li> <li>2. The CAGR at -24.9 % make the stocks risky for investment, less equity capital</li> <li>3. D\ E ratio is good but poor stock performance can remove investor confidence and increase debts.</li> <li>4. Its high profile brand retail partnership is a barrier for other countries entry</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Getting into new markets like China, India, Saudi Arabia, UAE</li> <li>2. Diversifying into other product segments</li> <li>3. Increasing the GLA by increasing more centers</li> </ol>	<ol style="list-style-type: none"> <li>1. Other Competitors increasing their GLA by increasing more centers</li> <li>2. Buyers going to other centers offering lower prices for luxurious products</li> <li>3. Property pricing for expansion and trade regulations</li> <li>4. Retailers moving to other competitors</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Westfield Group is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1. Stability in the markets it is operating</li> </ol>	<ol style="list-style-type: none"> <li>1. The Macro economic factors of the markets in which it operates is good.</li> <li>2. High purchasing power</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1. Allegation of reduced property tax payment in local communities</li> <li>2. Tax revenues helps in building schools</li> <li>3. Fundraising activities</li> <li>4. More training for employees</li> </ol>	<ol style="list-style-type: none"> <li>1. High degree of use of technology integration with physical shopping space</li> <li>2. Large tech savvy customer base</li> <li>3. Good use of technology for operational efficiency.</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1. Use of alternate sources to reduce energy demands</li> <li>2. Eco friendly practices</li> </ol>	<ol style="list-style-type: none"> <li>1. Tax avoidance problem cases is bringing bad reput</li> </ol>

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