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C.H. ROBINSON SWOT & PESTLE ANALYSIS

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Company Name : C.H. Robinson

Company Sector : Transportation & Logistics

Operating Geography : North America, South America, Asia, Europe and Oceania

About the Company : Head Quartered in Eden Prairie, Minnesota, US, C.H. Robinson Worldwide was founded in 1997 and employs over 15,262 supply chain experts as of 2019. It is a 3rd party logistics company. It has 124,000 customers worldwide as of early 2019. The company provides freight transportation services and logistics services to a wide variety and size of companies. It follows a non-asset based model and has contracts with over 76,000 companies offering motor carrier, air and ocean carrier and rail road facilities for freight transportation. The tag line of the company is “We’re the original 3PL”. The operations of the company can be broadly segmented into North American Surface Transportation (“NAST”), Global Forwarding, and Robinson Fresh.

The sub brands of the company are:

1. Robinson Fresh - provides fresh produce supply chain solutions
2. TMC - provides Transportation Management Systems, like Navisphere and consulting services
3. FreightQuote - acquired by C.H. Robinson in 2015
4. FreightView -streamlines freight quoting, booking, tracking and reporting

Revenue :

US \$16,631,172 (FY 2018) (11.8% YoY increase)

US \$14,869,380 (FY 2017)

SWOT Analysis :

The SWOT Analysis for C.H. Robinson is given below:

Strengths	Weaknesses
1.Global Trade Tensions 2.USMCA to replace NAFTA	1.Growth in Developing Countries 2.Change in Global Value chain 3.Long Term Oil price stability
Opportunities	Threats
1.Diversity Inclusion 2.Consumer Behaviour	1.Advent of Unstructured Data and 5G 2.Risk of increasing cyber-attacks

PESTLE Analysis :

The PESTLE Analysis for C.H. Robinson is given below:

Political	Economical
1.Global Trade Tensions 2.USMCA to replace NAFTA	1.Growth in Developing Countries 2.Change in Global Value chain 3.Long Term Oil price stability
Social	Technological
1.Diversity Inclusion 2.Consumer Behaviour	1.Advent of Unstructured Data and 5G 2.Risk of increasing cyber-attacks
Legal	Environmental
1.ELD Mandate 2.Compliance with complex and Multiple sets of laws	1.Create transportation efficiencies to help reduce waste: 2.Short Shelf life of fresh produce and seasonality

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