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TENCENT SWOT & PESTLE ANALYSIS

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Company Name : Tencent

Company Sector : Conglomerate

Operating Geography : China, Asia, Global

About the Company : Tencent is a Chinese conglomerate founded in 1998 by Ma Huateng with headquarters in Shenzhen. The company has holdings and many subsidiaries across the world in technology, music, films and gaming. User value is the guiding principle of the company and Tencent strives to incorporate social responsibility into its businesses. Tencent aims to use technology to enrich the lives of Internet users. It has various services like music, social network, mobile games and internet services. The company provides services like social network, music, web portals, e-commerce, mobile games, internet services, payment systems, smartphones, and multiplayer online games. In China, the company offers the popular instant messengers, Tencent QQ and WeChat, and one of the largest web portals, QQ.com. The company has stakes in more than 600 companies across the world. Tencent Group has over 51,350 employees as of May 2021. The company ranks 132 in Global 500 2021. In June 2021, Tencent Cloud announced the launch of four new internet data centers (IDC) in Bangkok, Frankfurt, Hong Kong and Tokyo.

Tencent's unique selling proposition or USP lies in being the world's largest video game vendor. Tencent's mission statement read, "Promote technology innovation and cultural vitality; help industries digitally upgrade; collaborate for the sustainable development of society."

Revenue :

Yuan 482.06 billion - FY ending Dec 2020 (y-o-y growth 27.8%)

Yuan 377.28 billion - FY ending Dec 2019 (y-o-y growth 21.2%)

SWOT Analysis :

The SWOT Analysis for Tencent is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Largest gaming business and stakes in many popular games 2.Payment is a key infrastructure platform 3.Connection between people and content for user retention are key sources of competitive advantage 4.Strategic investments in best-in-class companies | <ul style="list-style-type: none"> 1.High dependency on gaming revenues 2.Inability to replicate domestic success in international markets 3.Looming threat of anti-trust litigation |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Bright future for Industrial internet 2.Partnerships with foreign companies keen to enter the Chinese market 3.Fintech industry driven by rising trend of mobile payments in China | <ul style="list-style-type: none"> 1.High competition, particularly from Sony, ByteDance, NetEase and Alibaba 2.Risks related to acquisitions and investment management 3.Fraudulent activities from suppliers or employees 4.Ban on Chinese apps in India impacting Tencent |

PESTLE Analysis :

The PESTLE Analysis for Tencent is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Chinese government's firewall against foreign companies 2.Chinese tech giants facilitating Chinese government surveillance and censorship 3.Impact of Brexit on business interests in UK | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of Chinese economic slowdown |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Social networking opportunities through some video games | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Cloud technology for gaming purposes 2.Facial recognition technology for gaming access controls and mobile payments 3.High focus on AI solutions to various problems 4.Future potential applications of quantum computing |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Gaming industry regulations in China 2.Chinese government crackdowns under the Cyber security law | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sponge cities system for flood control 2.Protection of endangered species 3.Focus on green operations to reduce environmental impact |

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