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DELTICOM SWOT & PESTLE ANALYSIS

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Company Name : Delticom

Company Sector : E-Commerce

Operating Geography : Germany, Europe, United States

About the Company : Delticom AG is an E-Commerce company operating primarily in Europe and the USA. The company headquarters are located in Hannover in Germany. The company was founded in 1999 by Rainer Binder and Andreas Prüfer. It specializes in the design and operation of online shops, internet-based customer acquisition, internet marketing, developing partner networks and complex and highly efficient product picking and distribution logistics. Delticom AG is the leading online distributor of tyres and automotive accessories. It currently has 460 online shops in 70 countries. Tyres constitute the majority of the company's business with its portfolio having tyres from over a hundred brands suitable over 25,000 models of cars, bikes, trucks, buses and other commercial vehicles. The company product range also includes the online second-hand vehicle trade and efood. Delticom has extensive experience in creating shops for the international market and in transnational E-Commerce. The company is well known today as being Europe's largest online tyre and complete wheel retailer. It has a vast network of service partners with over 40,000 members. The company had 346 employees as of 2019.

Revenue :

645.7 million - FY ended Dec 31st 2018 (YoY growth negative 3.3%)

667.7 million - FY ended Dec 31st 2017

SWOT Analysis :

The SWOT Analysis for Delticom is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading online distributor of tyres and automotive accessories 2. Broad portfolio with global footprint 3. Extensive know-how in the field of acquisition and turnaround of loss-making start-ups 4. Streamlined value chain created through automated processes 5. Strong competitive positioning with first mover advantage 	<ul style="list-style-type: none"> 1. Low Return on Capital Employed compared to peers
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increasing internet penetration globally 2. Investing in optimizing logistics processes 3. Strong potential in online automobile replacement parts market 	<ul style="list-style-type: none"> 1. Low entry barriers increasing competition in the market 2. Shortage of skilled workers in Europe

PESTLE Analysis :

The PESTLE Analysis for Delticom is given below:

Political	Economical
1.The impact of Brexit and the final deal terms	1.Slowing macroeconomic parameters across Europe
Social	Technological
1.Product customization and personalization 2.Focusing on e-commerce customer experience	1.Moving towards a multi-dimensional customer experience
Legal	Environmental
1.Regulatory effects and legislation influencing tyre demand	1.Sustainability initiatives for green e-commerce

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