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MGM RESORTS INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : MGM Resorts International

Company Sector : Hospitality

Operating Geography : USA, North America, Global

About the Company : MGM Resorts International is a global entertainment company featured under S&P500. Headquartered in Nevada, United States MGM continues its operations expanding through out the U.S and around the world. Founded in 1986, the company has adapted itself to the changing need of the society by expanding its focus from resorts to entertainment by indulging in leisure and gaming industry over these 34 years as they now include 30 properties and more than 100 destination gaming offerings and 1 entertainment and hospitality company. In spite of being in the hospitality industry they are referred as an entertainment company owing to the various features that they provide to the customers across the globe. These include not just world class hotels and resorts but also meetings and conference spaces, restaurant and nightlife experiences, live theatrical performances etc. The company employees over 83000 people globally, as of early 2020, who take extreme pride being associated with MGM since it is also recognized as one of the FORTUNE Magazine's World's Most Admired Companies.

MGM Resorts International believe that they exist to “Entertain the Human Race” which is their mission statement. The main beliefs that shape their operations and strategy are to provide “world class experience and guest service to their customers. They also want to build and sustain the communities by being respectful and inclusive. “

Revenue :

\$12.9 billion - FY ending 31st Dec 2019

\$11.8 billion – FY ending 31st Dec 2018

\$10.8 billion– FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for MGM Resorts International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Well expanded in US market with 30 properties and more than 100 entertainment offerings 2.Strong and consistent free cash flow over years 3.Wide range of offerings from sports to entertainment to concerts having performances designed for each and everyone 4.Well execution of the asset light strategy leading to redeploy capital in high ROI opportunities 	<ul style="list-style-type: none"> 1.Large number of leased domestic gaming facilities 2.Collective bargaining agreements with a significant portion of the labour force. 3.Pending claims against MGM and its subsidiaries in various legal proceedings
Opportunities	Threats
<ul style="list-style-type: none"> 1.Legalization of sports betting would increase the value of MGM sports offerings. 2.Expand into other geographies owing to the goodwill and multiple awards and recognitions received 3.Development of laser focused resort in Japan with attractive return for all stakeholders 4.Improve the performance of MGM Macao, the world's largest gambling market. 	<ul style="list-style-type: none"> 1.Change in foreign currency exchange rate 2.Extreme weather or climate change like hurricane in US 3.Rise in energy prices like electricity or gasoline 4.Increase in gaming taxes and fees under the jurisdictions

PESTLE Analysis :

The PESTLE Analysis for MGM Resorts International is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Geopolitical events such as terrorist attacks or war would be a threat to travel and affect the operations. 2.The amount and rate of tax charged by various governments and agencies across countries. 	<ol style="list-style-type: none"> 1.Any change in the economic global stability would cost MGM. 2.Changing market condition in the region MGM operates or where the customers reside. 3.Any change in foreign exchange rates would impact MGM.
Social	Technological
<ol style="list-style-type: none"> 1. Increasing interest towards online sports gambling which has been legalized lately. 2. Attitude of gaming promoters define a large portion of the gaming revenue in Macau. 	<ol style="list-style-type: none"> 1. Use of technology to become a global leader in sustainability. 2. Proper enhancement regarding the functioning of BetMGM app to increase the customer experience. 3. Using AI to revolutionize the working of MGM resorts and enhance the guest experiences.
Legal	Environmental
<ol style="list-style-type: none"> 1.Legal battles and settlements may result in severe penalties 2.Regulatory lapses resulted in increased costs and compliance measures 	<ol style="list-style-type: none"> 1.Commitment to investment in low carbon initiatives 2.Signatory to Carbon Disclosure Project (CDP)

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