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## DP WORLD SWOT & PESTLE ANALYSIS

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**Company Name :** DP World

**Company Sector :** Logistics

**Operating Geography :** Dubai, U.A.E, Middle East

**About the Company :**

DP World is a logistics company with its headquarters being situated in Dubai, United Arab Emirates. It was formed in the year 2005 by the merger of Dubai Ports Authority and Dubai Ports International. The Company specialises in cargo logistics, port terminal operations, maritime services and free trade zones. It helps economies grow and nations prosper. DP World has a team of over 56,000 employees from 134 countries which cultivate long-standing relationships with governments, shipping lines, importers and exporters, communities, and many other important constituents of global-supply chain, to add value and provide quality services. As of 2020, its portfolio spans 50 countries across 6 continents. DP World launched DPWorld4Women, a campaign aimed at boosting female participation in the shipping and logistics industry. It won three prestigious awards at the recently held TLME Excellence Awards 2019 in Dubai- The Lifetime Achievement Award 2019, Global Trade Enabler of the Year 2019 Award, Port of the Year 2019.

DP World's mission statement reads, "A global approach to a local business environment, where excellence, innovation and profitability drive our core business philosophy of exceptional customer service." Their vision statement reads "to maximise shareholder value through leveraging our portfolio of world-class infrastructure assets, strengthen global supply chains and generate sustainable economic growth." DP World's Unique Selling Proposition or USP lies in its strong cargo handling facilities making it one of the leading brands in the transport and logistics sector in the current decade.

**Revenue :**

USD 7,686 million – FY ending 31st Dec, 2019

USD 5,646 million – FY ending 31st Dec, 2018

## SWOT Analysis :

The SWOT Analysis for DP World is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong and consistent year-on-year financial projections</li> <li>2.Launching of innovative and smarter digital solutions like BOXBAY</li> <li>3.Robust growth in the logistics capabilities through acquisitions</li> <li>4.Strong global footprint across multiple geographical locations</li> </ul>	<ul style="list-style-type: none"> <li>1.Increase in operating costs due to lack of scrubber installations</li> <li>2.Subjected to a vast number of rules, regulations and policies owing to a higher compliance cost</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Further investments in diversification and strategic alliances</li> <li>2.Asset expansion along South America's west coast</li> <li>3.Inclusion of HMM into the Alliance</li> </ul>	<ul style="list-style-type: none"> <li>1.Impact of US-China Trade war</li> <li>2.Slow economic growth of the developing countries in 2020</li> <li>3.Impact of Covid-19 on business volumes</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for DP World is given below:

Political	Economical
1.Impact of US-China Trade war 2.Political instability due to civil unrest across Latin America and Asia and geopolitical tensions in Middle East	1.Price gap between LSFO and HFO 2.Faster economic growth rate in the emerging markets as compared to the developed ones
Social	Technological
1.Employee Initiatives to enhance cultural and leadership transformation like Ignite 2.Contributions towards society by taking measures across the legacy areas of education, women and ocean	1.Operational efficiencies achieved due to smart and digital innovations 2.Deployment of blockchain technology in the Digital Supply Chain Platform
Legal	Environmental
1.Subjected to new stringent rules and policies like the EU GDPR introduction	1.Strategic partnerships with leading organizations like UN Global Compact to address sustainability concerns 2.Launch of green warehousing initiatives

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