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STOCKLAND CORPORATION LTD. SWOT & PESTLE ANALYSIS

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Company Name : Stockland Corporation Ltd.

Company Sector : Construction, Realty

Operating Geography : Australia and NZ, United Kingdom

About the Company : Stockland Corporation was founded in 1952. Initially it was named as Stocks and Land. It is headquartered at Sydney, Australia. It deals with the development and management of retail, office, industrial and office park properties in mainland Australia, UK and New Zealand. It also offers services like property trust management and property management. It has a total of 1498 employees as of FY 2016.

Revenue :\$A 2.3 billion (FY ending 30th June 2016)

SWOT Analysis :

The SWOT Analysis for Stockland Corporation Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest diversified property company in Australia 2.Strong control across the value chain and established relationship with stakeholders. 3.Sustainability and environmental friendly business outlook. 4.High operational efficiency and flexible working environment 	<ul style="list-style-type: none"> 1.Deterioration in Stockland's retail portfolio
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunities in residential 'Re-development' domain 2.Digital revolution to open new market opportunities 	<ul style="list-style-type: none"> 1.Stiff domestic and international competition 2.Affordable housing an increasing challenge in Australia

PESTLE Analysis :

The PESTLE Analysis for Stockland Corporation Ltd. is given below:

<p style="text-align: center;">Political</p> <p>1.Transparent political policy followed by Stockland</p> <p>2.Imposition of surcharge on the non-resident buyers of real estate property</p>	<p style="text-align: center;">Economical</p> <p>1.Affordable housing becoming a major challenge</p> <p>2.Uncertain macroeconomic outlook with looming risks</p>
<p style="text-align: center;">Social</p> <p>1.Baby boomers to spur demand for an increase in need for villages</p>	<p style="text-align: center;">Technological</p> <p>1.Technology transformation to help streamline systems and processes</p>
<p style="text-align: center;">Legal</p> <p>1.Real estate deals vulnerable to money laundering</p>	<p style="text-align: center;">Environmental</p> <p>1.Stockland \u2013 a leading global player in sustainability</p> <p>2.Stockland is the Australia's first issuer of green bonds to fund greener projects</p>

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