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MERLIN ENTERTAINMENTS SWOT & PESTLE ANALYSIS

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Company Name : Merlin Entertainments

Company Sector : Entertainment

Operating Geography : United Kingdom, Europe, Global

About the Company : Founded in December 1998, Merlin Entertainments is a British entertainments company with headquarters located in Dorset, United Kingdom. The company operates in the Consumer Services sector and deals with travel and leisure services. It also operates visitor attraction places all over the world. The operations of the company are divided into the business segments of Midway Attractions, LEGOLAND parks and Resort Theme Parks. As the name suggests, Midway Attractions are smaller and indoor based whereas Theme parks are larger and deal with destination venues. It is the world's second-largest visitor attraction operator and Europe's largest. The company has also gone for major acquisitions like Legoland, Gardaland and The Tussauds Group. With 130 attractions, 20 hotels and 6 holiday villages in 25 countries, Merlin Entertainment lives true to its claims of delivering memorable experiences for its customers. It holds a record of achieving 94% customer satisfaction as of early 2020. The company employed around 28,000 employees in the peak season of 2019.

The vision statement of Merlin Entertainments reads, "To be the global leader in location based entertainment by number of visitors."

Revenue :

£1,740 million - FY ended Dec 2019 (year-on-year growth of 5.2%)

£1,653 million - FY ended Dec 2018 (year-on-year growth of 5.2%)

£1,594 million - FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Merlin Entertainments is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Portfolio of world class brands and iconic assets 2.Strong Brand Reputation 3.Broad consumer target segment 4.Strategic Synergies 5.Strong Guest Satisfaction KPI's 	<ul style="list-style-type: none"> 1.Seasonality of revenue impacting business
Opportunities	Threats
<ul style="list-style-type: none"> 1.Continued market growth through increasing disposable incomes 2.Consolidating market for visitor attractions through acquisition 3.Developing our theme parks into destination resorts and opening new Midway attractions 4.Rapidly growing e-commerce markets 5.Focus on sustainable operations 	<ul style="list-style-type: none"> 1.Changing consumer tastes 2.Increase in competition 3.Stiff competition from Walt Disney 4.Terror Attacks and climate uncertainties

PESTLE Analysis :

The PESTLE Analysis for Merlin Entertainments is given below:

Political	Economical
1.Economic policies affecting existing tax rates 2.Risks due to varying tax policies 3.Threat from increasing terrorism	1.Exchange rate fluctuations reducing international demand 2.Inflation resulting in weakening of domestic demand 3.Growth in global leisure and tourism spend
Social	Technological
1.Using the power of media to achieve social impact 2.Demand for themed accommodation and short breaks	1.Product experience enhanced through technological development 2.R&D to boost innovation
Legal	Environmental
1.Increasingly stringent IP Laws 2.Breach of health and safety regulations	1.Ecological products building sustainability 2.Initiatives to combat climate

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