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BOUYGUES SWOT & PESTLE ANALYSIS

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Company Name : Bouygues

Company Sector : Telecom/media services and Construction

Operating Geography : France, Europe, Global

About the Company : Bouygues S.A. is an industrial group with a strong and diversified culture, having its headquarters in Paris, France. Francis Bouygues founded the company in 1952. As of 2019, Bouygues S.A. employs around 129,000 employees worldwide with a presence in 93 countries. Bouygues has been a part of many major construction projects in Europe, Asia, North America and Africa. The Group mainly deals in construction through the Colas Group, and Bouygues Construction. Construction activities are the primary activity of the group. It also engages in real estate development through Bouygues Immobilier, in media through the TF1 Group and in telecommunications through Bouygues Telecom.

The mission of Bouygues is “to make life better every day”. The different Bouygues segments seek to fulfil the mission statement of the company by developing ‘innovative solutions that improve people's lives’

Revenue :

35555 million – FY ending 31st Dec 2018 (y-o-y growth 8%)

32923 million – FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Bouygues is given below:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> 1.Established player in the industry with robust competitive advantage 2.Strong and selective international presence 3.Building brand value through strategic acquisitions and positioning 4.Diverse Revenue models 5.Strong order book across business divisions 6.High profit margins | <ul style="list-style-type: none"> 1.Declining market share 2.High cost of replacing existing experts 3.Construction business witnesses a \u00a3165m hit following EfW problems |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Customer preferences are fast changing 2.Changing consumer buying behaviour from online channel 3.Expand in B2B to grab a bigger bite of mobile market share 4.Potential Boom in construction business in the medium to long term | <ul style="list-style-type: none"> 1.Changing demographics 2.Commoditization of the product segment 3.Brexit spells restrictions on trade and foreign labour |

PESTLE Analysis :

The PESTLE Analysis for Bouygues is given below:

| | |
|---|--|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Government resource allocation and time scale 2. Brexit hit for Bouygues 3. Taxation policies | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Economic Performance of Germany and Switzerland 2. Increasing liberalization of trade policy 3. Inflation rate 4. Currency fluctuations eroding profits |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Customers giving higher preferences to experiential products 2. Growing urbanization to boost construction 3. Increasing appetite for premium and exclusive video content 4. Explosion in both fixed and mobile data usage | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Technology transfer and licensing issues for Bouygues 2. Employing IoT to build smart sustainable cities |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. New Thermal regulations for construction projects 2. GDPR regulations in Europe impacting Bouygues Telecom 3. Increasing Data Protection regulations | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Adhering to environmental standards for better waste management 2. Growing importance of Sustainable construction standards |

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