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ACCOR SWOT & PESTLE ANALYSIS

Company Name : Accor

Company Sector : Hospitality

Operating Geography : France, Europe, Global

About the Company : Accor SA, a multinational French hospitality group owns, manages and franchises hotel, resorts and vocational properties. It is the leading Augmented Hospitality hotel group offering unique and meaningful experiences in 5000 hotels across 110 countries and approximately 704,000 rooms.

Accor increase its revenue stream by operating in all the segments of hospitality. Accor brands - Raffles, Fairmont and Sofitel operate in the luxury segment, the premium segment includes MGallery, Pullman and Swissôtel. The mid-scale segment includes Novotel, Mercure and Adagio and economy segment consist of ibis and hotelF1.

Accor also owns digital technology and event organization companies like Onefinestay, D-Edge, ResDiary, John Paul and Potel & Chabot. It also went on to acquire the casino company SPIC, which became Accor Casino.

Accor group generated revenue of   159 million by end-Dec, 2019 via its new business in digital services, concierge service, luxury room rentals, private sales for luxury hotel stays. The acquisition of ResDiary and Adoria in April and June 2018 are reportedly the reason for 7.2% increase in revenue. As a part of the asset light Accor group disposed various real estates and also the acquisition of Mantra in May 2018 increase Asia Pacific revenue to 33%.

The competition within the sector is based upon brand perceptions, pricing and customer service. Continuous growth in technology, consumer demographics and increase disposable income are some key drivers of market competition. Accor strategy is to become an integrated hospitality platform and provide an inspired experience everywhere.

Revenue :

Total Revenue:

4,049 million – FY ended 31st Dec 2019 (YoY growth 16%)

3,490 million – FY ended 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for Accor is given below:

Strengths	Weaknesses
1.Diversified brand portfolio in luxury, midscale and economic segments 2.Powerful distribution platform and global presence 3.Access to high capital to drive organic growth 4.Shift to asset light operating system 5.Loyalty program and strategic partnerships	1.Seasonality in room booking and poor forecasting 2.Lagging behind in online business 3.Focus on a range of target segment with same marketing strategy
Opportunities	Threats
1.Providing innovative services to clients 2.Leveraging IT analytics to plan for cyclicity in the industry 3.Increasing household income can help price higher which will help to improve profit margins 4.Leveraging the rapid increase in internet penetration to increase social media presence	1.Highly competitive market poses a demand for constant innovation 2.The hotel industry is cyclical in nature due to tourism dependency 3.Shared services coming up in hotel industry 4.Downturn in global economic condition alongside exchange rate fluctuation 5.Health crisis to slowdown tourism

PESTLE Analysis :

The PESTLE Analysis for Accor is given below:

Political	Economical
1.Geopolitical risk due to broad geographical business footprint	1.Fluctuations in exchange rates impact on net profit 2.Rising disposable income across markets
Social	**Technological**
1.Employee responsibility to reduce turnover 2.Employee and guest safety concern due to health crisis	1.Leveraging analytics tools for booking forecasting 2.Digitization leading to rising shared services in hospitality industry
Legal	**Environmental**
1.Compliance with legal and regulatory requirements of operating economies 2.Compliance with labour laws	1.Reducing its environmental footprint through its carbon strategy

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