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XPO LOGISTICS SWOT & PESTLE ANALYSIS

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Company Name : XPO Logistics

Company Sector : Logistics and Transport

Operating Geography : United States, North America, Global

About the Company : XPO Logistics is an American multinational contract logistics and transportation company. The company operates in 30 countries and manages supply chains for 50,000 customers with addition of 69 of the Fortune 100. The XPO Logistics is headquartered in Greenwich, United States. The company leverages the talent of 100,000 employees working around the world. In 2011 Bradley Jacobs, an American businessman obtained Express-1 Expedited Solution, Inc. and became it's chairman and CEO. Later the company started acquiring other companies in the transportation and logistics sector and changed its name to XPO Logistics – a reference to Express-1's AMEX ticker symbol. The company runs in two segments: transportation and contract logistics. Transportation segment includes freight brokerage which joins independent road carriers with companies that need to transfer materials, parts, or finished goods. The company combines railroad and truck transportation. It organizes the home delivery of heavy goods in different countries and continents. Contract logistics services includes E-commerce, warehousing and distribution, management of returned goods, cold chain and supply optimization. The company has sealed a slew of acquisitions to make foray into a variety of sectors such as technology, retail/e-commerce and aerospace. The 2020 awards have recognized XPO as a top-tier provider of multi-regional less-than- truckload service, value added warehousing and distribution, transportation management solutions.

XPO Logistics' unique selling proposition lies in it being the second largest third-party contract logistics provider globally. The company's mission statement reads, "People, technology, assets and expertise that work together around the globe to help our customers succeed."

Revenue :

US \$16,648 billion - FY ending 31st March 2019 (Y-O-Y growth of (negative) -3.65%)

US \$17,279 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for XPO Logistics is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest service provider of last mile delivery and logistics in North America 2.One of the largest contract-based logistics facilitators, freight brokerage provider and transportation across the globe 3.A reputed reverse logistics facilitator 4.Strong presence as e-fulfillment facilitator in e-commerce sector in North America and Europe 5.Disruptive usage of technology in modernizing supply chain 	<ul style="list-style-type: none"> 1.Allegations of exploitation of workforce 2.Poor track record in adherence to safety protocols 3.Desire to divest acquired businesses reflects poor analysis 4.Depreciating financials of the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Demand in the delivery of groceries in E-commerce 2.Demand of supply chain facilitators in healthcare and pharma sectors 3.Scope of driverless last mile delivery transportation 	<ul style="list-style-type: none"> 1.High competition due to fragmented nature of business 2.Withdrawal of the plan of disinvestment due to Covid-19 3.Large e-commerce platforms launching their own transportation and logistics initiatives 4.Periodic shortage of drivers in the transportation business

PESTLE Analysis :

The PESTLE Analysis for XPO Logistics is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Imposition of tariff on imported goods in US and EU affecting global forwarding business 2.Impact of Brexit on the business of logistics and transportation 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of fuel prices on the transportation business 2.Uncertainty of demand due to Covid-19
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.The driving force of seasonal demands in last mile delivery business 2.Rising popularity of e-commerce as shopping medium 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Implementation of cloud computing and technology in logistics and warehousing 2.Importance of digital connectivity in last mile delivery business
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Requirement to adhere to safety and environmental regulatory compliances in the logistics business 2.Adherence to various regulations related independent contractors and international cargo transports 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Impact of operations due to exposure to harsh weather conditions in transportation 2.Launch of environment friendly fleet to reverse the damage in environment due to transportation

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