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UNITED RENTALS SWOT & PESTLE ANALYSIS

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Company Name : United Rentals

Company Sector : Construction, Industrial

Operating Geography : United States, Canada and Limited Presence in Europe

About the Company : United Rentals is a US equipment rental company established in 1997 and headquartered in Stanford, US. It primarily offers earthmoving equipment, aerial work platforms and forklifts & material handling equipment. Earthmoving equipment include skid steers & track loaders, excavators and wheel-loaders whereas aerial work platforms include scissor lifts, boom lifts, vertical lifts, and pusharound lifts. United Rentals offer reach forklifts, warehouse forklifts and material lifts for material handling. It owns the largest and most comprehensive rental fleet in the world. Apart from this equipment, it also has a fleet of approximately 12,500 vehicles, which are used for delivery, maintenance, management and sales. It has an integrated network of 1175 rental locations across US, Canada and Europe. The company offers its rental services in 99 of the 100 largest metropolitan areas in the US. United Rentals acquired BakerCorp in July 2018. BakerCorp provides tank, pump, filtration and trench shoring rental solutions for a broad range of industrial and construction applications. BakerCorp served mainly in the US and Canada. United Rentals also acquired BlueLine in October 2018. BlueLine is one of the largest equipment rental companies in North America and served customers in the construction and industrial sectors. United Rentals has a skilled workforce of 19,100 employees as of early 2020.

United Rentals USP or unique selling proposition lies in being the largest equipment rental company in the world. United Rentals mission statement reads “Building a better future is our commitment to the people and communities we serve. Deploy the best people, equipment and solutions to enable our customers to safely build a better and stronger future.”

Revenue :

US\$ 9.351 billion – FY 31st Dec 2019 (y-o-y growth 16.20%)

US\$ 8.047 billion – FY 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for United Rentals is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strategic acquisitions helped expand United Rentals market base 2.Wide network of rental locations in US and Canada serving all major metropolitan areas 3.Largest fleet in the world having over 665,000 equipment units 4. 5.Robust IT infrastructure to support the management, branch personnel and customer call centers 6.Diverse end-market exposure 7.Continued financial improvement over the last decade 	<ol style="list-style-type: none"> 1.Dependent on economic outlook of construction sector and industrials in general 2.Aggressive fleet expansion may result in overcapacity in the near future 3.Huge capital expenditure from time-to-time as fleet gets older
Opportunities	Threats
<ol style="list-style-type: none"> 1.Financial means for acquisitions to increase its market share in North America and expand its services in Europe 2.Great opportunity to get new customers onboard through Online Rental Platform (UROne\ue00ae) 3.Growth in specialty services segment 	<ol style="list-style-type: none"> 1.Business is cyclical in nature i.e., economic slowdown affects the business significantly 2.Trends in oil and natural gas prices can affect the company's business model and profitability

PESTLE Analysis :

The PESTLE Analysis for United Rentals is given below:

Political	Economical
1.Unstable and not conducive business environment due to protests and riots	1.Highly fluctuating oil prices 2.Impact of Covid-19 pandemic on economy 3.Market factors such as high taxes, equipment insurance, and maintenance. 4.Changing demand patterns coupled with rising labor costs in emerging markets
Social	Technological
1.Increasing urbanization to drive infrastructure growth and thus drive equipment rental market growth	1.Anti-trust laws in the industry", "
Legal	Environmental
1.Compliance with environmental regulations 2.Focus on environmental initiatives to drive sustainability "]]	1.

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