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## VONOVIA SWOT & PESTLE ANALYSIS

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**Company Name :** Vonovia

**Company Sector :** Real Estate

**Operating Geography :** Germany, Europe

**About the Company :** Vonovia is a real estate company headquartered in Bochum, North Rhine-Westphalia, Germany. The company currently possesses around 400,000 apartments in Germany, Sweden, and Austria, making it a significant market player in these countries. Vonovia's focal point is customer delight and it makes long-term investments in the maintenance, modernization and senior-friendly conversion of its properties. At the end of 1990s, German government decided to privatize railway workers' homes as part of the railway reform. The Japanese financial group Nomura Holdings and its subsidiary Deutsche Annington sought to acquire them and after years of negotiations, the company finally received a significant share in 2000. The annual General Meeting voted to rename the company Vonovia in 2015. Its largest shareholders involves the American fund company BlackRock (7.5 %) and the Norwegian central bank Norges Bank (6.6 %). The company's name is also recorded on the international indices STOXX Europe 600, MSCI Germany, MSCI Germany, GPR 250 and EPRA/NAREIT Europe. As of 2019, the company had a workforce of over 10,345 employees. In 2021, the real estate company is further expanding the digitalization of its finance division and Vonovia issued a fully digital registered bond of 20 million for the first time.

Vonovia's Unique Selling Proposition or USP lies in it being one of the largest listed companies with an acquisition of over 150,000 apartments in Germany and Europe. The company's mission statement reads, "As a leading real estate company, Vonovia aims to give people a home: Homes form the basis of our business, which we are constantly enhancing using our competence and financial strength, in order to set new trends in the housing industry".

**Revenue :**

4,370.0 million – FY ended 31st December 2020 (y-o-y growth of 6.27%)

4,111.7 million – FY ended 31st December 2019

**SWOT Analysis :**

The SWOT Analysis for Vonovia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong regional presence and efficient operational service.</li> <li>2.Aggressive acquisition strategy to expand business portfolio.</li> <li>3.Strong financial and capital position.</li> <li>4.Deeply rooted in middle of society providing services to millions.</li> <li>5.Serving a basic need in a highly relevant B-to-C market.</li> </ul>	<ul style="list-style-type: none"> <li>1. Increasingly high debt levels a concern for the company</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Senior friendly homes are the next big thing in European real estate sector.</li> <li>2.Increasing demand for energy efficient homes will lead to increase in market share</li> <li>3.Collaboration with Deutsche Wohnen to sell real estate in Berlin</li> <li>4.Leveraging technology to enhance its portfolio</li> </ul>	<ul style="list-style-type: none"> <li>1.Deterioration in market due to pandemic and economic slowdown.</li> <li>2.Shortage of housing in metropolitan area is impacting finding affordable homes</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Vonovia is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Brexit might make investors look out for attractive alternatives</li> <li>2. Escalating trade war will damage German economy</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Germany's GDP growth faces a drop impacting real estate sector</li> <li>2. Increased disposable income and employment has positively impacted real estate sector</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Urbanization has led to boom in real estate sector</li> <li>2. Increased immigration and cultural diversity have impacted real estate sector</li> <li>3. Ageing European population will severely impact business</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Digitalizing process to optimize performance through tenant app</li> <li>2. Smart devices and assistance for smart home control</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Expansion of operation in France is pending regulatory changes</li> <li>2. Changes in RETT act will impact real estate sector</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Combating climate change through energy efficient supply and reduction in greenhouse gas emission</li> <li>2. Climate protection through innovation in Bochum-Weitmar District</li> <li>3. Procuring environment friendly material and incorporating waste management and recycling in new construction</li> </ol>

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