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PINDUODUO SWOT & PESTLE ANALYSIS

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Company Name : Pinduoduo

Company Sector : Ecommerce, Information Technology

Operating Geography : China, Asia, Global

About the Company : Pinduoduo is the largest agriculture-focused platform headquartered in Shanghai, China, serving 788 million active buyers as of March 2021. The company creates a platform that connects farmers and distributors with customers directly through its interactive shopping experience. Pinduoduo was established in 2015 and now has become the fastest-growing tech company in the world. Pinduoduo's marketplace platform offers value-for-money goods through a fun and engaging experience. Consumers, initially in smaller cities and rural areas, but increasingly in top-tier cities, have flocked to it because of its lower prices and emphasis on agricultural goods. From its humble beginnings as a marketplace based solely on fresh produce, the platform has rapidly extended its product portfolio to include everything from groceries to apparel, cosmetics, and electronics. On Pinduoduo, users can discover and purchase products from a wide range of sellers. Users are presented with a customised feed of items to enable them to explore, creating a user experience that is more akin to visiting a real-world shopping mall or bazaar. In 2021, the company aims to promote digital inclusion by contributing to the digitization of the agriculture ecosystem and to constructing an agri-focused logistics infrastructure network that will minimise waste, lower costs and increase the speed at which agricultural products are delivered. In October 2020, Pinduoduo was awarded the National Poverty Alleviation Award “Organization Innovation Award” selected by the State Council's Poverty Alleviation and Development Leading Group.

Pinduoduo's Unique Selling Proposition or USP lies in developing a revolutionary "modern e-commerce" platform, merchandise with a strong emphasis on quality control that is good value for money and a broad and active customer base that has been developed through a fun and engaging shopping experience. The company's mission statement reads, "We aim to become a global and institutional technology platform by being rooted in our three principles Benefit All,

People First and being More Open".

Revenue :

CNY 30141 million - FY ending 31st March 2019

CNY 13119 million - FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for Pinduoduo is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1.Unique Business model focusing on group buying behaviors. 2.Strict merchant quality control measures for a great user experience 3.Massive and diverse data sources to power distributed AI infrastructure for personalized recommendations | <ul style="list-style-type: none"> 1.Dependance on third-party logistics providers for customer satisfaction. 2.Dependance on merchants to ensure order movement in a timely manner. 3.Devoid of business insurance coverage |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Implementing technology to help boost agriculture. 2.Increase in growth of online grocery shopping market. | <ul style="list-style-type: none"> 1.Service interruptions of third-party logistics providers and interruption of e-way bill systems. 2.USTR negatively acknowledging Pinduoduo platform 3.Tremendous competition in the e-commerce sector |

PESTLE Analysis :

The PESTLE Analysis for Pinduoduo is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <p>1.Change in US and international trade policies may adversely affect the business.</p> <p>2.Tightening of Tax Compliance efforts in e-commerce sector in China</p> | <p style="text-align: center;">Economical</p> <p>1.Focus on agriculture to alleviate poverty.</p> <p>2.Fresh food, health and nutrition are gaining traction in the ecommerce space</p> <p>","</p> |
| <p style="text-align: center;">Social</p> <p>1.Use of Artificial Intelligence based infrastructure in e-commerce</p> <p>2.Using new-age technology to boost agriculture</p> <p>","</p> <p style="text-align: center;">Legal</p> | <p style="text-align: center;">Technological</p> <p>1.Implementation of the Chinese ecommerce law.</p> <p>2.Internet advertising measures promulgated by the SAIC</p> <p>","</p> |
| <p style="text-align: center;">Legal</p> <p>1.Ecommerce operations have a larger impact on the environment"]]</p> | <p style="text-align: center;">Environmental</p> <p>1.</p> |

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