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## HAPAG-LLOYD SWOT & PESTLE ANALYSIS

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**Company Name :** Hapag-Lloyd

**Company Sector :** Logistics, Container Cargo Shipping

**Operating Geography :** Germany, Europe, Global

**About the Company :** Hapag-Lloyd is a German international shipping and container transportation company headquartered in Hamburg, Germany. The company was formed through the amalgamation of two German transportation/maritime companies, Hamburg-American Line (HAPAG), and Norddeutscher Lloyd (NDL) or North German Lloyd (NGL), on 1 September 1970. In 1998, Hapag-Lloyd was acquired by Preussag AG (since 2002 called TUI AG (Hanover)), a tourism conglomerate, and became its fully owned subsidiary in 2002. The Company has around 13,200 employees and 388 offices in 129 countries and it has a container capacity of approximately 2.7 million TEU – including one of the largest and most modern fleets of reefer containers as of 2021. A total of 121 liner services worldwide ensure fast and reliable connections between more than 600 ports on all the continents. The company transports containerized cargo on various major trade routes around the globe having a prominent market presence and brand recognition in Latin America, Middle East, trans-Atlantic, and trans-Pacific trades, among others. In March 2021, Hapag-Lloyd opened a new office in Kenya, and EBITDA and EBIT for 2021 are expected to be significantly higher than prior-year levels.

Hapag-Lloyds' Unique Selling Proposition or USP lies in it being the world's fifth-largest container carrier in terms of vessel capacity and largest member of the Transport High-Efficiency vessel-slot sharing alliance ("THE Alliance"). Hapag-Lloyds' mission statement reads, "As a leading liner shipping company it is Hapag-Lloyd's current and future commitment to protect the environment, provide the highest service quality, and care for the health and safety of our employees".

**Revenue :**

\$ 14.14 billion - FY ending 31st December 2019

\$ 13.31 billion - FY ending 31st December 2018 ?

## SWOT Analysis :

The SWOT Analysis for Hapag-Lloyd is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong container capacity of the entire Hapag Lloyd Fleet</li> <li>2.Strong liquidity reserves to withstand global dynamic impact in shipping industry</li> <li>3.</li> <li>4.Low focus on environmental reporting:</li> <li>5.Capability of reefer technology containers to transport perishable items</li> <li>6.Strong partnership called 'The Alliance' with Singapore, Taiwan and South Korea</li> </ul>	<ul style="list-style-type: none"> <li>1.Year-on-Year increase in depreciation and amortization resulting from depreciation of ship retro fittings and amortization of rights of use from leased assets</li> <li>2.Low focus on environmental reporting</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Faster recovery of industrialized countries from the COVID-19 pandemic</li> <li>2.Digital transformation to drive logistics growth</li> <li>3.Stable development of freight rates and lower bunker costs resulting in business development</li> <li>4.Rising industrialization in the emerging economies like Latin America, Asia and Africa</li> </ul>	<ul style="list-style-type: none"> <li>1.Growing fuel costs for low Sulphur fuel</li> <li>2.Industry dominated by volatile freight rates and stiff competition affecting the future forecasts</li> <li>3.Trade disputes between USA and China as well as the European nations are affecting the international trade</li> <li>4. Adverse impact due to global politics, fluctuating commodity prices and exchange rates</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Hapag-Lloyd is given below:

Political	Economical
1.Wars and conflicts jeopardizing the shipping industry 2.Protectionist measures by the countries are affecting world trade thereby impacting the shipping industry	1.COVID-19 impact on the shipping industry 2.Spike in fuel prices impacting the revenues
Social	Technological
1.Port and shipping industry playing a major role in livelihood opportunities	1.Mandatory insurance policy of cargo has made shipping industry less liable in case of unexpected damages",
Legal	Environmental
1.CO2 emissions has caused a major concern to deal with for the shipping industry 2.Detrimental impact of shipping lines on the marine eco-system "]]	1.

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