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GRAB HOLDINGS INC. SWOT & PESTLE ANALYSIS

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Company Name : Grab Holdings Inc.

Company Sector : Online Delivery, Payments

Operating Geography : Singapore, Asia, South-East Asia

About the Company : Grab Holdings Inc., or simply Grab, is a Singaporean multinational corporation headquartered in Queenstown, Singapore, and known for its eponymous "Super-App." The organisation also provides food distribution and digital payment services via a mobile app in addition to transportation. In 2012, Anthony Tan and Tan Hooi Ling co-founded the "My Teksi" app in Malaysia, intending to make taxi rides safer in Malaysia. With a new, revamped logo, GrabTaxi was renamed "Grab," which encompasses all of the company's products: GrabCar (personal cars), GrabBike (motorcycle taxis), GrabHitch (carpooling), and GrabExpress (last-mile delivery). The Grab app uses a location-sharing system to allocate taxis and private hire cars to local commuters. As the company enters a foreign market, it purchases smartphones for drivers in those countries, enabling them to pay for the phone in regular instalments. By taking a share of the booking fees, the company makes profits. Grab contacts taxi drivers directly and signed them up at airports, hawker centres, taxi lines, and depots. Taxi drivers are also taught how to use a smartphone and the company's mobile app. Grab has attempted to enter the economies of smaller cities in addition to major cities. In April 2021, Grab Holdings Inc. announced plans to go public in the United States in collaboration with Altimeter Growth Corp., in what is believed to be the largest-ever U.S. equity offering by a Southeast Asian company. In the coming months, the merged company expects its shares to be listed on NASDAQ under the symbol "GRAB."

Grab Holdings Inc.'s Unique Selling Point or USP is that in comparison to Uber and Indonesia's Go-Jek, it has the largest market share in Southeast Asia, with 2.4 million drivers and 81 million app downloads. Grab Holdings Inc.'s vision statement reads, "At Grab our vision is to Drive Southeast Asia Forward through innovation and grit. We do this by solving real-world problems that over 620 million people face across the region".

Revenue :

\$1,197 million - FY ending 31st December 2020(y-o-y growth 163%)

\$ 455 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Grab Holdings Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Number 1 in online food delivery and digital wallet payment category in all of Southeast Asia by Gross Merchandise Value (GMV). 2. Diverse network spread across 400 cities with over 5 million drivers and 2 million merchant partnership. 3. Strong presence in multiple sectors ensure effective market power. 	<ol style="list-style-type: none"> 1. Hasn't declared profit since inception in 2008.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Going public via merging with a SPAC will bring in over \$4 billion in capital. 2. Partnership with AS Watsons will enhance expand reach. 3. Rise in demand for contactless payments and online delivery will increase revenue from GrabFood and GrabPay. 4. Successful close of senior secured term loan of \$2 billion will strengthen liquidity. 	<ol style="list-style-type: none"> 1. Classification of Grab Drivers as employees will adversely affect cost and operations. 2. COVID-19 has affected ride hailing services unfavorably. 3. The SEC has increased scrutiny of SPAC merger deals.

PESTLE Analysis :

The PESTLE Analysis for Grab Holdings Inc. is given below:

<p style="text-align: center;">Political</p> <p>1. Political situation of Myanmar will adversely affect business there.</p>	<p style="text-align: center;">Economical</p> <p>1. Grab's IPO will significantly change the financial structure of the firm.</p> <p>2. South-East Asia's online food delivery market is expected to grow to \$ 8 billion by 2025.</p>
<p style="text-align: center;">Social</p> <p>1. Online delivery and payment demand increase due to the pandemic</p> <p>2. Ride hailing services demand decline amidst work from home situation and lockdown.</p>	<p style="text-align: center;">Technological</p> <p>1. The prevalence of AI for app-building is increasing rapidly.</p> <p>2. Electric Vehicles gaining prominence for ride hailing services.</p>
<p style="text-align: center;">Legal</p> <p>1. The US regulators (SEC) have issued new guidelines for SPAC mergers.</p> <p>2. Controversy over gig worker classification might pose challenges in the future.</p>	<p style="text-align: center;">Environmental</p> <p>1. Concerns regarding the plastic consumption due to online food delivery</p>

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