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# S&P TEST

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## SF EXPRESS SWOT & PESTLE ANALYSIS

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**Company Name :** SF Express

**Company Sector :** Logistics

**Operating Geography :** China, Asia, Global

**About the Company :** SF Express (Group) Co., Ltd., headquartered in Shenzhen, Guangdong, is a Chinese multinational distribution and logistics firm. In 1993, SF Express began service between Hong Kong and the province of Guangdong. The company currently operates a nationwide network of branch offices and service centres across China to support data collection, business growth, logistics, and express delivery services. It continues to prioritise consumer needs and has established a broad range of services for a variety of industries, including e-commerce, food, health care, auto parts, and electronic products; in addition, the company provides a wide range of financial services to consumers, including payments, lending, wealth management, and insurance. Special products and value-added services such as Cloud Warehouse Same-Day Delivery, Cloud Warehouse Next-Day Delivery, Return and Exchange Service have been developed to provide e-commerce customers with high-quality logistics services that help them build brand equity and customer loyalty, maximise customer benefits, build an open e-commerce logistics ecosystem, and provide one-stop e-commerce logistics. In February 2021, Chinese express giant SF Holding bought a 51.8 per cent stake in Kerry Logistics Network in Hong Kong, forming Asia's "biggest logistics company." Kerry's vast Southeast Asia network, as well as its dominance on the US and European trade lanes, will help SF Holding grow its international footprint and freight forwarding operations.

SF Express's Unique Selling Point or USP lies in it being China's second-largest private express delivery company in terms of size, network reach, and market share, as well as a well-deserved reputation as a highly reliable and effective express delivery company in the Greater China region. Since its founding in 1993, the company have continued to provide customers with unique, differentiated services and aim to help them succeed.

**Revenue :**

RMB 153,986,870,053- FY ending 31st December 2020 (y-o-y growth 37.25%)

RMB 112,193,396,064 - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for SF Express is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Very well-developed aviation and ground network.</li> <li>2. Largest provider of integrated logistical service in China and 4th largest worldwide.</li> <li>3.Highly reputed brand image both locally and globally.</li> </ul>	<ul style="list-style-type: none"> <li>1.Services not up to par with global competitors.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Plans to acquire majority stake in Kerry Logistics will exponentially increase capacity.</li> <li>2.E- Commerce has risen quickly due to the pandemic.</li> <li>3.Entry into the food delivery market will expand operations.</li> <li>4.Increasing use of technology will increase efficiency and reduce costs in the long run</li> </ul>	<ul style="list-style-type: none"> <li>1. Increased investments and intense competition could hinder profitability.</li> <li>2.Decreasing population growth rate and increasing cost of labour might be a challenge.</li> <li>3.Increasing global fuel prices will affect Chinese fuel prices as well.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for SF Express is given below:

Political	Economical
1.China's 14th Five Year Plan specifically aims to support the logistics and supply chain industry.	1.China was the only major economy to show positive growth in 2020. 2.China has grown into the world's largest express delivery market by volume. 3.Introduction of China's official digital currency will cause changes in finances and payments. 4.A brutal price war in the delivery sector may affect market demand
Social	Technological
1.Public usage of e-commerce expected to increase post pandemic.	1.Increasing prevalence of Blockchain and Big Data in the industry 2.Introduction of autonomous vehicles for transportation will affect investment and operations.
Legal	Environmental
1.Stricter anti-trust regulations in China might cause inconvenience	1.China aiming for 'green transformation' of its economy.

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