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## MAERSK SWOT & PESTLE ANALYSIS

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**Company Name :** Maersk

**Company Sector :** Shipping, Integrated Transport and Logistics

**Operating Geography :** Europe, Denmark, Global

**About the Company :**

A.P. Moller – Maersk, or simply Maersk, is a Danish multinational conglomerate that is active in ocean and inland freight transportation and associated services, such as supply chain management and port operation. The company was founded in 1904 by captain Peter Mærsk Møller and his son Arnold Peter (A. P.) Møller. The company has its headquarters in Copenhagen, Denmark. Maersk's shipping division, Maersk Line, is one of the largest container shipping companies in the world, with a fleet of more than 700 vessels that operate in over 130 countries. Maersk's port operations division, APM Terminals, operates over 70 container terminals worldwide. Maersk also offers a wide range of logistics services, including freight forwarding, customs clearance, and warehousing. As of early 2023, Maersk employed over 95,000 people. In 2022, Maersk was awarded Ocean Carrier Partner of the Year and Intl. Logistics Partner of the Year by The Home Depot.

The USP of Maersk lies in it being one of the largest shipping companies in the world. Maersk's mission statement is "We enable global trade and help our customers grow by providing the world's most efficient and sustainable logistics solutions. Their vision statement is "To be the global integrator of container logistics, connecting and simplifying our customers' supply chain."

**Revenue :**

USD 81,529 million - FY ending 31st December 2022

USD 61,787 million - FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Maersk is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global network of businesses</li> <li>2.Strong brand with skilled workforce</li> <li>3.Investment in innovation strengthening competitive advantage</li> <li>4.Strong emphasis on sustainability</li> <li>5.Resilient supply chain to combat disruptions, like COVID-19</li> <li>6.World's largest container carrier</li> </ul>	<ul style="list-style-type: none"> <li>1.Fluctuating margin and rising costs</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic partnerships and acquisitions</li> <li>2.Expansion to other related business segments and switching to alternative options</li> <li>3.Expansion of warehousing presence in emerging countries</li> </ul>	<ul style="list-style-type: none"> <li>1.Major accidents or oil spills</li> <li>2.Downturn in transportation and logistics market</li> <li>3.Surge in prices of shipping goods</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Maersk is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Terrorism and civil unrest and political uncertainty across Europe, Middle East and African (EMEA) markets may impact Maersk's business</li> <li>2.Divestment of business in Russia due to the war</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Low oil price environment affecting earnings</li> <li>2.Demand and supply dynamics in the global transport market</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Business transparency strategy by Maersk showing success</li> <li>2.Enhancing customer experience with brand-new Southeast Asia to Australia network</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Usage of data driven analytics to boost vessel productivity</li> <li>2.Tapping emerging technologies for warehouse efficiency</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Regulatory approvals delay decision making and business growth</li> <li>2.Directive on corporate sustainability due diligence</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Regulatory developments concerning environment</li> <li>2.Utilisation of green fuel for shifting cargos</li> <li>3.Strategic partnerships for decarbonisation</li> </ol>

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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)