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DELIVERY HERO SE SWOT & PESTLE ANALYSIS

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Company Name : Delivery Hero SE

Company Sector : Delivery, E-Commerce, Logistics

Operating Geography : Germany, Europe, Global

About the Company : Delivery Hero SE, headquartered in Berlin, Germany, is a multinational European online meal delivery business. In May 2011, Niklas stberg, Kolja Hebenstreit, Markus Fuhrmann, and Lukasz Gadowski formed Delivery Hero Holding in Berlin intending to convert Delivery Hero into a global online food ordering platform. The company has 500,000+ restaurant partners in 40+ countries across Europe, Asia, Latin America, and the Middle East. Delivery Hero is expanding beyond food delivery and in the sector of rapid commerce, delivering small batch orders in under one hour. The organisation promotes delivery services in the digital age, allowing clients to order their favourite dishes from the comfort of their own homes, offices, or on the go. The company provides an overview of all restaurants and delivery services via its website or app. Pizza, burgers, organic and prepared foods, groceries, flowers, coffee, pharmaceuticals, and other items are some of the products offered by the company. In May 2021, Delivery Hero SE announced the launch of the Delivery Hero Tech Academy in collaboration with Digital Career Institute ("DCI").

Delivery Hero's Unique Selling Point or USP lies in it being the world's top local delivery platform, collaborating with a broad global network of riders, restaurants, retailers, and partners. Delivery Hero's mission statement reads, "a mission to deliver anything. As the world's leading local delivery platform, we work with a large global ecosystem of riders, restaurants, shops and partners. From prepared meals to groceries, flowers, coffee, medicine our fleets deliver whatever you need – fast, easy and to your door".

Revenue :

Euro 2,471.9 million - FY ending 31st December 2020 (y-o-y growth 94%)

Euro 1,237.6 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Delivery Hero SE is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. One of the global market leaders with operations in over 40 countries. 2. Acquired a host of brands and expanded global outreach. 3. Effective marketing strategies tailored for each market. 	<ol style="list-style-type: none"> 1. Hasn't been profitable since inception.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Expansion in to q-commerce will boost revenue. 2. Covid-19 has given rise to increased demand for delivery services. 3. Acquisition of Woowa Brothers will enable domination in the South Korean market. 4. Food innovation market in thriving and Delivery Hero's VC fund can invest in them. 	<ol style="list-style-type: none"> 1. Regulations related to gig economy workers could result in increased and losing business. 2. Online food delivery market is very intensely competitive and fragmented. 3. Decrease in the availability of delivery drivers. 4. Growth levels expected to fall once lockdown lifts.

PESTLE Analysis :

The PESTLE Analysis for Delivery Hero SE is given below:

<p style="text-align: center;">Political</p> <p>1.Political unrest in Myanmar a threat to Asian operations.</p>	<p style="text-align: center;">Economical</p> <p>1.Online food delivery market expected to reach US\$ 254 billion in the year 2028, growing at a CAGR of 10.9%</p> <p>2.Rise in customer demand of q-commerce.</p> <p>3.Covid-19 has driven up the valuation of online marketplaces.</p>
<p style="text-align: center;">Social</p> <p>1.Public more likely to order food delivery post Covid-19.</p> <p>2.Millennials and Gen-Z use food delivery apps very frequently.</p>	<p style="text-align: center;">Technological</p> <p>1.Usage of robots for q-commerce.</p> <p>2.Food delivery via drones is gaining attention.</p>
<p style="text-align: center;">Legal</p> <p>1.Increasing regulations against gig economy companies.</p>	<p style="text-align: center;">Environmental</p> <p>1.Companies increasingly going carbon neutral.</p>

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