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WSP GLOBAL SWOT & PESTLE ANALYSIS

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Company Name : WSP Global

Company Sector : Engineering, Professional Services

Operating Geography : Canada, North America, Global

About the Company : WSP Global Inc. is 130 year old Canadian company founded in 1959. With the help of its expert engineers and professionals, the company provides services such as designing, engineering consulting, environmental consulting and professional services to deliver successful and sustainable projects. WSP has its presence in Canada, United States, Latin America and the Caribbean, Europe, Middle East, India and Africa and Asia-Pacific, with its headquarters in Montreal Canada. The company invests in technology and innovation to strengthen its market position. It has initiated a program called Future Ready which aims to create a sustainable, prosperous and resilient society. The four main areas in this program include climate, society, technology and resources. WSP was selected for Helsingborg Smart City project. It provided smart designs and delivered wide range of services including consulting and project management. WSP also believes in acquiring major companies to increase its global presence. In 2021, the group completed the acquisition of Enterra Holdings Ltd., to achieve the 2019-2021 Global Strategic Plans. As of December 2020, the group has 47,000 employees, globally.

WSP Global Inc.'s unique selling proposition or USP lies in being the world's leading engineering professional services firm. WSP Global Inc.'s mission statement reads, "We are problem-solvers who evolve, improve, modernize and excel. We know our solutions will shape the communities of tomorrow and help societies thrive sustainably. We embrace change and have an uncompromising determination to achieve excellence."

Revenue :

\$ 8803.9 million - FY ending 31st December 2020 (y-o-y growth -1.3%)

\$ 8916.1 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for WSP Global is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong global presence with over 130 years heritage 2.Wide variety of services provided by the company. 3.Strategic acquisitions providing long term growth of the company. 4.The company has a strong goodwill in the market. 5.Technological advancements and innovations promote high quality products. 	<ul style="list-style-type: none"> 1.Allegations of violation of Anti-Terrorism Act leading to a lawsuit 2.Dependence on a large number of third-party suppliers and sub-consultants
Opportunities	Threats
<ul style="list-style-type: none"> 1.Acquisition of Golder Associates provides the potential for growth in the environmental sector. 2.GeoVerra JV scope for growth in the Canadian geomatics sector 	<ul style="list-style-type: none"> 1.Fixed price contracts and cost-plus contracts with ceilings increase the risk to the company 2.Fluctuations in weather conditions and natural disasters impact the operations of the company 3.The Covid-19 pandemic could continue to negatively impact the business

PESTLE Analysis :

The PESTLE Analysis for WSP Global is given below:

<p style="text-align: center;">Political</p> <p>1. Political tensions with China leading to sidelining of Huawei impacting telecom players</p>	<p style="text-align: center;">Economical</p> <p>1. US-China trade war will materially impact the company</p> <p>2. Fluctuations in the foreign exchange currency will impact the net earnings of the company</p>
<p style="text-align: center;">Social</p> <p>1. Recruitment of skilled and qualified engineers an increasing challenge</p>	<p style="text-align: center;">Technological</p> <p>1. Optimizing digital asset data in transport and infrastructure.</p> <p>2. Leveraging 3D laser scanning technology to create accurate proximity data.</p> <p>3. Use of technology to avoid bridge failures by transmission of data related to structural integrity.</p>
<p style="text-align: center;">Legal</p> <p>1. Subject to complex public procurement laws and regulations</p> <p>2. Subject to data privacy and cybersecurity laws like the General Data Protection Regulation</p>	<p style="text-align: center;">Environmental</p> <p>1. Increased focus towards reduction of greenhouse gases</p>

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