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SEA LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Sea Limited

Company Sector : Technology (E-commerce, Entertainment, Retail)

Operating Geography : Singapore, Asia, Global

About the Company :

Sea Limited, based in Singapore, is a consumer Internet company. The company was founded in 2009. The three business segments of the corporation are digital entertainment, e-commerce, and digital payments and financial services. The company's subsidiaries include Garena, Shopee, and SeaMoney. Garena's platform offers mobile and personal computer (PC) online games and develops mobile games for the global market. It provides access to e-sports as well as other entertainment content and social elements such as live games streaming, user chat, and online forums. Shopee's platform is a mobile-centric, social-focused marketplace. It provides users with a shopping environment with integrated payment, logistics infrastructure and seller services. SeaMoney provides various payment services and loans to individuals and businesses. It also integrates with third-party merchant partners and covers a set of consumer use cases. The company operates in locations, such as Indonesia, Taiwan, Vietnam, Thailand, Singapore, Malaysia, and the Philippines, among others. As of January 2022, the company leverages the talent of 33,000 employees.

Sea Limited's USP lies in its being Southeast Asia's and Taiwan's biggest consumer internet corporation, and its subsidiary, Shopee, is the region's largest and most popular e-commerce platform. The mission statement of Sea Limited reads, "To better the lives of consumers and small businesses with technology"

Revenue :

US $9.955 billion - FY ending 31st December 2021 (y-o-y growth 127%)

US $4.375 billion - FY ending 31st December 2020

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SWOT Analysis :

The SWOT Analysis for Sea Limited is given below:

Strengths	Weaknesses
1.E-commerce segment Shopee accounts for 57% of South-East Asian E-commerce 2.SEA's game \u2013 Popularity of Garena Free Fire 3.Leading three markets in Southeast Asia \u2013 gaming, fintech and e-commerce 4.Enjoys strong advantages in local markets	1. Continues to remain unprofitable as a whole. 2.Gross profit very highly depends solely on the gaming platform.
Opportunities	**Threats**
1.Growing prevalence of e-commerce worldwide is expected to benefit business. 2.Buy Now Pay Later (BNPL) is gaining traction exponentially in the fintech sector. 3.Entry into India's widely active e-commerce market may boost revenue. 4.Introduction of ride hailing services in Indonesia will expand business.	1.Alibaba's potential comeback in Southeast Asia with Lazada could spell trouble for Sea Limited. 2.Surge in coronavirus cases may affect business operations. 3.Faces very tough competition from Indonesia's Tokopedia 4.Lawsuits against Shopee and Garena will cause disruption in operations.

PESTLE Analysis :

The PESTLE Analysis for Sea Limited is given below:

Political	Economical
1.Concerns over Chinese control of the company may harm operations	1.Rising inflation and interest rates spell trouble for pricy shares. 2.Southeast Asia's e-commerce is one of the world's fastest growing sectors 3.Competition in the gaming sector is set to increase with structural changes expected.
Social	**Technological**
1.Residents of Southeast Asia are increasingly taking to the digital economy. 2.Public increasingly using ride-hailing services	1.Increasing prevalence of Buy Now Pay Later (BNPL) will change online shopping 2.Technology driving financial inclusion
Legal	**Environmental**
1.Tax law developments such as digital tax in Southeast Asia and international corporate tax will affect earnings. 2.Lawsuits against Apple and Google by PUBG developer Krafton may harm Garena's operations.	1.Rising awareness of the environmental impact of e-commerce and fast fashion.

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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