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EVERGREEN MARINE CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Evergreen Marine Corporation

Company Sector : Shipping, Logistics

Operating Geography : Taiwan, Asia, Global

About the Company :

Evergreen Marine Corporation, based in Taoyuan City's Luzhu District, is a Taiwanese container shipping and transportation firm. Evergreen visits 240 ports in 80 countries throughout the world. The company's activities comprises of shipping, container and ship construction, port management, engineering, and real estate development. Uniglory Marine Corp. (Taiwan), Evergreen UK Ltd. (UK), and Italia Marittima S.p.A. are among the company's subsidiaries and divisions (Italy). On September 1, 1968, Yung-Fa Chang established the corporation. The Company's main business is container shipping, as well as other logistical services like dock handling and inland transportation. Through the operation of an e-commerce website, the Company also provides complementary services. Transpacific routes, Far East-Europe routes, and Mediterranean routes, Far East-Central and South America routes, and African routes, Far East-Middle East routes, Red Sea routes, India and Pakistan routes, and Australia routes, as well as Asian offshore routes, are among the operational routes of the company. Evergreen Marine Corp plans to get 17 vessels by the end of the year 2022, including so-called "megaships" that carry 24,000 twenty-foot equivalent units (TEU), increasing the company's capacity.

Evergreen Marine Corporation's USP lies in it being the global container transportation company and the fifth largest of its kind. The mission statement of the company reads, "Since its establishment, Evergreen has been a global brand which symbolizes innovative, reliable and sustainable marine transportation service, and continues with our mission to build efficient e-commerce platforms and to accelerate fleet renewal program, introducing ever more eco-friendly container ships".

Revenue :

TWD 489,406 million - FY ending 31st December 2021 (y-o-y growth 136%)

TWD 207,080 million - FY ending 31st December 2020 (y-o-y growth 8.63%)

TWD 190,627 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Evergreen Marine Corporation is given below:

Strengths	Weaknesses
<p>1.Provides transportation of cargo in more than 80 countries internationally.</p> <p>2.Global customer base with no customer accounting for more than 10% of the operating revenue</p> <p>3.Consistent increase in revenue for the past 5 years.</p> <p>4.GreenX digital platform of the company enhances customer experience and provides it competitive advantage.</p>	<p>1.Dependence on America for a major portion of revenue.</p> <p>2.The company does not provide passenger services, only cargo services are provided.</p>
Opportunities	Threats
<p>1.Continue to strengthen the OCEAN Alliance cooperation.</p> <p>2.E-commerce development to enhance customer digital service experience.</p> <p>3.Building of advanced ships to enhance the competitiveness in each route.</p>	<p>1.Covid-19 has increased market uncertainty.</p> <p>2.Volatility in the prices of fuel affecting costs.</p> <p>3.Pervasiveness of trade protectionism.</p>

PESTLE Analysis :

The PESTLE Analysis for Evergreen Marine Corporation is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Uncertainties regarding Brexit has adversely impacted the cargo volume growth 2.Sino-US trade war will adversely impact operations. 3.Regional Comprehensive Economic Partnership is expected to lead to increase in demand 	<ol style="list-style-type: none"> 1.Shift to seaborne reefer commodity transportation is expected to lead to a growth in the reefer container volume 2.The decline in the global economic growth has negatively affected demand for container shipping 3.Volatility in oil prices to adversely impact the business
Social	Technological
<ol style="list-style-type: none"> 1.Challenges due to talent shortages in the maritime industry 	<ol style="list-style-type: none"> 1.Use of big data software to analyze the ship's data for the latest weather navigation information. 2.Use of i-B/L, i-Dispatch and digital integration services in the future to increase efficiency of shipping operations.
Legal	Environmental
<ol style="list-style-type: none"> 1.Subject to the IMO2020 Sulphur Limit regulations and EEXI 	<ol style="list-style-type: none"> 1.Building B-type and F-type ships used to improve energy efficiency and reduce greenhouse gas emissions. 2.Part of various sustainable initiatives like the Ship Recycling Transparency Initiative.

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