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KOC HOLDING SWOT & PESTLE ANALYSIS

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Company Name : Koc Holding

Company Sector : Retail

Operating Geography : Istanbul, Turkey, Europe

About the Company : Koc Holding is Turkey's largest conglomerate which was founded in 1963. It is Turkey's only entry in Fortune Global 500 list. It has headquarters in Nakkestepe, Istanbul and is controlled by the Koc family. The group comprises of 113 companies, 90,000 employees and 14,000 dealers as of 2018. Its mission is to ensure customer satisfaction and sound growth by providing products and services of universal quality and standards. Koc Holding is committed to being a symbol of trust, continuity and esteem for all its stakeholders: its country, customers, shareholders, dealers, and suppliers.

Revenue : TL 98.86 billion – FY ending December 31st 2017.

SWOT Analysis :

The SWOT Analysis for Koc Holding is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Only Turkish company in Fortune 500 global ranking 2.Strategically positioned in lucrative businesses 3.Highly diversified and transparent portfolio 4.Market leader in almost every business they operate 	<ul style="list-style-type: none"> 1.Exposure to insolvent companies
Opportunities	Threats
<ul style="list-style-type: none"> 1.Positive expectation from export markets 2.Turkey becoming growing energy transit hub 3.Increase in the per capita income and decrease in the tax burdens 4.Expected growth of car rental sector 	<ul style="list-style-type: none"> 1.Recession to continue in commercial vehicle segment 2.Contraction of automotive industry due to increased special consumption tax 3.Environment of highly geopolitical risks and domestic policy uncertainty 4.Economic slowdown and downfall of lira 5.Changing consumer expectations and behaviours

PESTLE Analysis :

The PESTLE Analysis for Koc Holding is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.The TTIP Agreement can impact Turkish automotive sector 2.European parliament suspending talks with Turkey on EU membership caused Lira crisis. 3.US companies with major investments in Turkey are at risk 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.High profitable opportunities for investors with low labour cost 2.Economic developments and exchange fluctuations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Changing purchase decisions of consumers 2.Young population of Turkey is an opportunity for consumer durables sector 3.Fashion is an important parameter in white goods industry now 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Digital transformation Program of Koc Holding 2.Big Data and Analytics can be used to collect data efficiently 3.Manufacturing sector can be improved through Industry 4.0
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.New Turkish regulations improves investor friendly environment 2.Increasing market share of environment friendly vehicles, carbon dioxide emission practices 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Awareness of environmentally-friendly aspect of LPG is growing 2.Importance of efficient use of natural resources and environmental sensitivity

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