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NASPERS SWOT & PESTLE ANALYSIS

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Company Name : Naspers

Company Sector : Technology, Internet and Media Group

Operating Geography : Cape Town, Africa, Global

About the Company :

Naspers Limited is a Cape Town-based South African multinational internet, technology, and multimedia holding company with holdings in online shopping, publishing, and venture capital investing. Naspers' primary shareholder is Prosus, a Dutch listed investment business that holds around 49% of its parent as part of a cross ownership arrangement. Naspers, founded in 1915 by attorney W. A. Hofmeyr, was South Africa's largest publishing business during the twentieth century, having holdings in newspapers, magazines, and books. In the 1980s, the corporation began to diversify, offering a subscription television service and investing for the first time outside of South Africa. Naspers made an early investment in Chinese technology giant Tencent in 2001, and the company has since been increasingly focused on the global consumer internet industry. Naspers owns or has invested in various other big global brands like PayU, OLX, MakemyTrip, etc. As of early 2023, Naspers employed over 35,000 people.

The USP of Naspers is that it is one of the largest global internet and entertainment group in the world. The mission statement of Naspers reads, “We believe in the power of local backed by global scale and we look for opportunities to address big societal needs in markets where we see the greatest growth potential.”

Revenue :

USD 36.7 billion - FY ending March 31st 2022

USD 29.5 billion – FY ending March 31st 2021

SWOT Analysis :

The SWOT Analysis for Naspers is given below:

Strengths	Weaknesses
1.Strong presence in around 130 countries making it one of the largest technology investors globally 2.Strong local backup and workforce 3.Built many leading brands, very large customers network 4.Leadership positions in food delivery business in many large geographies	1.Slow performance growth in video-entertainment business 2.Low valuation of the company compared to its investments 3.Weak social media presence
Opportunities	Threats
1.Outlines path to e-commerce profits 2.Focus on latest technologies 3.Video on demand (VOD) Segment opportunities 4.Opportunities to unlock adjacent business models in grocery delivery and quick commerce	1.Competition from Google, Amazon and Facebook 2.Threat from increase in Chinese government protectionism competitors

PESTLE Analysis :

The PESTLE Analysis for Naspers is given below:

Political	Economical
1.Exchange controls and policies 2.Desire to exit the Russian classified market, following an accusation from Ukrainian government 3.Changes in Chinese government political stances	1.Mergers of existing companies with new brands 2.Economic growth in emerging markets
Social	Technological
1.Supportive demographics for digital business expansion 2.Increasing consumer trust across online market places 3.Customer Satisfaction measured in Internet businesses	1.Impact of Artificial Intelligence in media and entertainment industry 2.Growth in E-commerce segments
Legal	Environmental
1.Regulations for media, entertainment, internet and content businesses 2.Importance of regional public policy teams	1.Initiatives to tackle pollution and carbon footprint 2.Compliance by International standards, and third-party reviews

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