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EDENRED SWOT & PESTLE ANALYSIS

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Company Name : Edenred

Company Sector : Hospitality Services

Operating Geography : France, Europe, Global

About the Company :

Edenred is a French company specialized in prepaid corporate services. The Group is independent since 2010 following the split of Accor. Formerly known as Accor Services, Edenred is the inventor of Ticket Restaurant Program created in 1962. The company offers specific-purpose payment solutions for food (meal vouchers), fleet and mobility (fuel cards, commuter vouchers), incentives (gift vouchers, employee engagement platforms) and corporate payments (virtual cards). As of 2020, it has more than 10,000 employees. Edenred has a balanced presence in 46 countries. The company works hand in hand with leading players in technology by developing payment solutions with Apple Pay, Google Pay, Samsung Pay or its own solution. 19 Edenred countries offer a mobile payment solution and around 25 million transactions by smart phone took place in 2019. The Group also digitalized millions of paper vouchers in record time in Taiwan by developing the Ticket Xpress e-vouchers, accepted by more than 10,000 merchants.

Edenred's mission and vision statement reads, "Making life easier for employees and improving the efficiency of organisations on a daily basis. Edenred's USP or unique selling proposition lies in being #1 worldwide in employee benefits with 30% market share and connecting to 50 million employees.

Revenue :

EUR 1,626 million – FY ending 31st December 2019 (y-o-y increase of 18%)

EUR 1,378 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Edenred is given below:

Strengths	Weaknesses
1.Multi-local presence in a win-win ecosystem 2.Profitable and sustainable business model with a unique digital platform 3.Well-balanced capital structure in terms of debt profile 4.Robust cash flow generation	1.Fined by French Antitrust Authorities for adopting anticompetition practices 2.Involved in controversy over being underprepared for UK government school meal contract
Opportunities	Threats
1.Investment in the digitization of the global platforms 2.Penetration into different markets by aggressive integrations and acquisitions 3.Further expansion in UAE payroll market 4.Continuous investment in employee engagement platforms 5.Collaboration with governments for moving to a more formalized economy	1.Cybersecurity issues like malware infection in 2019

PESTLE Analysis :

The PESTLE Analysis for Edenred is given below:

Political	Economical
1. Governmental pressure to fund free school meal vouchers	1. Formalizing the economy by job creation and social security contributions
Social	Technological
1. Increase in the nutrition awareness rate amongst stakeholders 2. Usage of smartphones leveraging the fintech industry 3. Urbanization increasing the demand for balanced lives in sustainable cities	1. Leveraging contactless payments in form of mobile APIs 2. Introduction of biometric card technology using fingerprint sensors
Legal	Environmental
1. Facilitating KYC norms under the RBI directive 2. Fined by French Antitrust Authority for anti-competitive practices like price-fixing	1. Incentives for encouraging environment friendly consumption 2. Transitioning to sustainable transportation by reducing carbon footprint

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