

Sixt SE: Company Strategy & Performance Analysis

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Abstracts

Sixt SE: Company Strategy & Performance Analysis

SUMMARY

Sixt SE is an established car rental provider in Germany that offers exclusive fleet of coveted vehicles of Audi, Mercedes-Benz and BMW for lease. Primarily, it operates through its Vehicle Rental and Leasing business units. Its Vehicle Rental unit offers premium car sharing services, classic vehicle rent, exclusive chauffeur and transfer services and convenient long-term rentals. The service portfolio of its Leasing unit includes fleet leasing and fleet management to customers through online retailing.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading car rental companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including: fleet size and rental offices.

KEY HIGHLIGHTS

Improving operational efficiency

Sixt intends to invest in internet and mobile technologies for improving its sales and communications infrastructure of its rental and leasing businesses. The company aims at reinforcing its online presence by launching online apps and booking services in collaboration with various airlines, hotels and travel agencies. Sixt focuses on enhancing the capacity of its staff by giving them various skill building trainings.

The company launched new services

In order to maintain its leadership position, Sixt has launched the premium car sharing service in collaboration with BMW Group to offer premium mobility services in Germany and important European Metropolitan Cities. Sixt launched MaaS (Mobility as a Service) for its corporate customers. Through this service, corporate companies can facilitate their employees to take cars on rent for business and leisure trips at a reasonable price.

Sixt posted a growth in vehicle rental revenues, and rental offices

Sixt reported a considerable revenue growth in Germany as well as in international markets as a result of its various strategic initiatives. Sixt's Vehicle Rental revenues in Germany increased to US\$910.0 million in 2016 from US\$877.0 million in 2015, registering a y-o-y growth of 3.7%. In the international segment, Sixt's revenues for Vehicle Rental business increased to US\$975.0 million in 2016 as compared to US\$808.0 million in 2015, indicating a y-o-y growth of 20.5%. The launch of its premium services such as DriveNow, MaaS and mDrive in important travel destinations have enhanced its customer base.

SCOPE

Company Snapshot - detail key indicators and rankings of Sixt SE in terms of revenue, net income and operating income, fleet size and rental offices in the company's key markets.

Company SWOT Analysis - outlines Sixt SE's Strengths and Weaknesses, and weigh Opportunities and Threats facing the company.

Growth Strategies - understand Sixt SE's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyse the company's performance by business segments such as revenue, rental and leasing besides peer comparison on parameters such as market share.

Key Developments - showcase Sixt SE's significant recent corporate events, changes or initiatives.

ICT Spending Prediction - Understand how the company allocates its ICT

budget across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does Sixt SE rank among peers in terms of fleet size globally?

What are Sixt SE's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 in terms of its segments rental and leasing?

How has Sixt SE performed in comparison to competitors such as Europcar, Avis Budget Group, Hertz, and Enterprise?

What are Sixt SE's strengths and weaknesses and what opportunities and threats does it face?

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