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## GRANGES SWOT & PESTLE ANALYSIS

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**Company Name :** Granges

**Company Sector :** Mining & Metals – Aluminium Engineering

**Operating Geography :** Sweden, Europe, Global

**About the Company :** Gränges is a pioneer in the manufacture of lighter, smarter, and more environmentally friendly aluminium products and solutions. The company is headquartered in Stockholm, Sweden. Gränges was founded in 1896 and grew out of two industries: railways and mines. The business provides advanced materials that help customers improve the efficiency of their manufacturing processes as well as the performance of their final goods. Gränges' cutting-edge innovation has shaped the industry for over 125 years, and the company is a market leader in rolled products for thermal management systems, specialty packaging, and a few niche applications. Gränges has manufacturing and distribution facilities in three continents: Asia, Europe, and the Americas. The company has world-class metallurgical expertise and an in-depth understanding of the manufacturing process, especially in alloy growth, hot rolling of clad materials, thermo-mechanical processing, and slitting. Product designers and engineers collaborate closely with consumers to refine the materials' interactions with their equipment and processes. In March 2021, Gränges announced that it would invest USD 33 million to expand its aluminium casting operations in Huntingdon, Tennessee, to meet the increasing demand from North American customers.

Gränges's Unique Selling Point or USP lies in its being a global leader in aluminium engineering, manufacturing, and innovation, with a strong emphasis on developing innovative materials and solutions that allow customers to boost productivity and energy efficiency, enhance safety, and take advantage of digitalization and automation opportunities. Gränges's mission statement reads, "To develop lighter, smarter and more sustainable aluminium products and solutions".

**Revenue :**

SEK 10,970 million - FY ending 31st December 2020 (y-o-y growth - 8.28 %)

SEK 11,960 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Granges is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversified product portfolio serving four key end-customer markets</li> <li>2.Holds proprietary disruptive technologies of active brazing</li> <li>3.Market leader for end-to-end development of aluminum in 3 continents</li> <li>4.Strong and consistent financial performance</li> <li>5.Specialized research and innovations in collaboration with partners and customers</li> </ul>	<ul style="list-style-type: none"> <li>1.Huge debt burden piling pressure on company finances</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Digitization and automation can help European aluminum industry survive</li> <li>2.Aluminium demand is expected to grow in Asia by 2025</li> <li>3.Increasing demand for aluminium products that reduce carbon footprint</li> </ul>	<ul style="list-style-type: none"> <li>1.Downstream aluminum industry in Europe face import tariffs</li> <li>2.Scarcity of raw materials in Europe creates high vulnerability from international competition</li> <li>3.Labour shortage in European industries due to the pandemic</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Granges is given below:

Political	Economical
1.Impact of trade wars on Swedish companies 2.Deteriorating relations between Sweden and China could create trade restrictions	1.Sweden is expected to recover faster from pandemic due to limited impact
Social	Technological
1.Sustainability plays a cardinal role for Swedish consumers, impacting purchase decisions in-store 2.Increased environmental awareness is increasing consumer demand for sustainable metals	1.Emergence of AI (Artificial Intelligence) in aluminium industry can create long term sustainability 2.Aluminium-ion battery technology breakthrough could cause increased aluminium demand
Legal	Environmental
1.Impact of Sweden's Climate Act and policy measures for climate change	1.Focused on achieving self-set sustainability target for 2025 2.Aluminium industry focuses on achieving energy efficiency and CO2 emission control

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