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ZUMTOBEL GROUP SWOT & PESTLE ANALYSIS

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Company Name : Zumtobel Group

Company Sector : Industrial Electronics

Operating Geography : Austria, Europe, Global

About the Company : Zumtobel Group is a leading lightings company providing solutions for indoor and outdoor purposes. The company was formed in 1950 and is headquartered at Dornbirn, Austria. It focuses on constantly developing new and innovative lighting solutions that provide aesthetic value as well as help with ergonomics, economic productivity and environmental sustainability. Zumtobel has a global customer presence with sales agencies in approximately 23 countries and commercial organizations in approximately 50 countries. It has 13 production facilities across Europe, Asia, North America and Australia. The company provides a wide range of products which can be applied in varying areas like, Hotel and Wellness, Health and Care, Offices and Communication etc. The company operates through two major segments namely, The Lighting Segment and the Components Segment. The former deals with lamps, bulbs, lighting management and solutions etc. the latter deals with designing, developing and marketing control devices for traditional lighting components like light-emitting diodes (LED) converters, light-emitting diode (OLED) modules etc.

The company's Unique Selling Proposition or USP is its focus on making products that encourage well-being. Zumtobel invests in researches that link and explore effects of lighting on health. This has proven to have effect on productivity and efficiency at workplaces. The company also focuses on attaining maximum energy efficiency via research results as well. Development and innovation of new products are guided by research results. This helps the company set new standards for the industry. The company was awarded the Red Dot Design Award and the iF DESIGN AWARD for its outstanding product design in 2020.

Revenue :

Euro 1,131 million - FY ending 31st December 2020 (y-o-y growth -2.64%)

Euro 1,162 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Zumtobel Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong liquidity position with long term credit agreements 2.Unique specialized portfolio with broad applications in indoor and outdoor lighting 3.Awarded for highly innovative product designs 	<ul style="list-style-type: none"> 1.Outstanding loans for 2025 carry variable interest risks 2.Exposed to currency exchange rate and product liability risk
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increased focus on well-being at workplace with respect to lighting 2.Increasing adoption of indoor high precision asset tracking for inventory purposes 3.Government interest in smart city upgrades have tripled in US 	<ul style="list-style-type: none"> 1.Rising prices of copper, steel and freight cost are increasing operational costs 2.Customer service limitations affects sales volume 3.Restructuring in competitive markets could cause inefficiency of logistics 4.Non-residential construction growth is expected to continue declining till 2023 in Europe

PESTLE Analysis :

The PESTLE Analysis for Zumtobel Group is given below:

Political	Economical
1.Brexit's negative impact on non-residential construction industry in UK 2.Ongoing trade wars are impacting LED lighting industry	1.US Jobs Plan of 2021 outlines digital infrastructure upgrades
Social	Technological
1.Consumer's preference to buy sustainable products is increasing 2.Consumers tend to shop more in retail stores with ambient lighting	1.Intelligent infrared and AI lighting helps to transform mesh lighting 2.Advancement in LED technology allows to mimic sunlight
Legal	Environmental
1.US energy efficiency standard's ban on lamps with 45LPW+ will increase LED adoption	1.Lighting industry focuses on reducing energy usage and attain carbon neutrality 2.Focus on sustainable packaging and sustainable supply chain

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