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# S&P TEST

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## SIGNIFY SWOT & PESTLE ANALYSIS

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**Company Name :** Signify

**Company Sector :** Industrial Electronics- Lighting

**Operating Geography :** Netherlands, Europe, Global

**About the Company :** Signify N.V. is a lighting company headquartered in Netherlands formed as a result of a demerge announced by Philips in 2016. The company changed its name to Signify N.V. in 2018, but it continues to manufacture and sell products under the Philips brand. Signify manufactures products like high-intensity discharge lamps (HID), light-emitting diodes (LED), various kinds of lamps for different purposes like, linear fluorescent lamps (LFL), compact fluorescent lamps (CFL) etc. The lighting solution provider strives to build innovative technology which permits constant development of new products. It operates through four segments namely the Lamps segment, the Professional segment, the LED segment and lastly the Home segment. Signify was the first company to develop a 60W light bulb that required power less than 10W. Apart from this the company also provides broadband services (Li-Fi) through their light source in areas where wireless connectivity is absent or weak. It manufactures electronic components for Internet of Things (IoT), such as electronic ballasts and drivers. Signify also provides comprehensive and personalized lighting systems. The company provides services such as light management and other value-added services like remote monitoring, design, audit and engineering of lights, etc. Signify has a total of approximately 36,000 employees and a strong presence worldwide. Its products are sold in over 180 countries as of 2021. Signify was awarded eight Red Dot Product Design Awards in 2020. The User Experience Lead at Philips Hue was declared a winner of Future Tech Awards held at Las Vegas in 2020. The company also won 10 prestigious iF Design Awards for its varied products in 2020.

Signify is the undisputed global leader in lighting for professionals and consumers and lighting for the Internet of Things. Philips product line, Interact connected lighting systems and data-enabled services, from Signify's stable, transforms life in homes, buildings and public spaces.

**Revenue :**

Euro 6,502 million - FY ending 31st December 2020 (y-o-y growth 4.08%)

Euro 6,247 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Signify is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Sustainable products form a large portion of its revenue</li> <li>2.Global leader in smart street lighting</li> <li>3.Strong financial performance with cost reductions</li> </ul>	<ul style="list-style-type: none"> <li>1.Currency fluctuations affect sales and EBITDA of the company</li> <li>2.Exposed to tax uncertainty with permanent establishment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Hospitality industry is opting for LED and IoT green upgrades, thereby increasing LED demands</li> <li>2.Leading player in the UV-C technology market, catering to the surged demand following the pandemic</li> <li>3.Indoor vertical farming market in Europe is expected to grow by 2027</li> </ul>	<ul style="list-style-type: none"> <li>1.Semiconductor and other electronic component shortages impact supply chain</li> <li>2.Highly competitive and low-priced Asian LED lighting companies pose market disruption risk</li> <li>3.Increasing number of innovations and lower commercialization success creates R&amp;D risk</li> <li>4.Smart lighting solutions are vulnerable to cyber-attacks</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Signify is given below:

Political	Economical
1.Global trade tensions are impacting LED lighting industry	1.European Green Deal aims at funding green & economic recovery from 2021 to 2027 2.American Jobs Plan of 2021 emphasises on installing green and digital infrastructure
Social	Technological
1.Smart home lighting trend is increasingly popular among consumers 2.Consumer preferences for sustainable products is increasing	1.Development in LED lighting opens door for indoor farm cultivation 2.IoT (Internet of Things) and LED mesh technology transform smart city streetlights
Legal	Environmental
1.US Energy efficiency standards banned 45LPW+ lamps leading to an increase in LED adoption	1.Lighting Industry is gradually progressing towards carbon neutrality by 2025 2.Sustainable packaging trends focus on reducing landfill waste and plastic packaging

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