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DURR AG SWOT & PESTLE ANALYSIS

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Company Name : Durr AG

Company Sector : Industrial Machinery

Operating Geography : Germany, Europe, Global

About the Company :

Dürr AG is a German holdings company which deals in mechanical products, engineering solutions and services required at various plants. The company caters to automobile manufacturers, pharmaceutical industries, aircraft industries, chemical industries etc. It is headquartered at Stuttgart, Germany. Dürr was founded by Paul Dürr as a metal shop for roof flashing in 1895, the company gradually evolved into a larger entity dealing with mechanical engineering. The company has approximately 120 units across 33 countries and operates through brands like Dürr, Schenck and HOMAG etc. It has a strong presence in North America, Western Europe and emerging markets like Asia. The group operates through five segments namely, Paint and Final Assembly Systems (PFS), Application Technology (APT), Clean Technology Systems (CTS), Measuring and Process Systems (MPS) and Woodworking Machinery and Systems (WMS). All segments are handled by Dürr AG which looks after central tasks like financing, controlling and accounting etc. As of 2021, the company has a total of 16,500 employees.

The company's Unique Selling Proposition or its USP is its technological expertise in automation and digitalization. It helps the firm's equipment, plants and services to attain maximum efficiency in production regardless of the industry. This has allowed the group to attain a leading position globally in its area of operation. Dürr was declared the winner of the Excellent Supplier of Intelligent Equipment Management Solutions for China's Automobile Industry award in 2021. It was also awarded the German Innovation Award in 2020 for its EcoPaintJet robot painting system.

Revenue :

Euro 3,325 million - FY ending 31st December 2020 (y-o-y growth -15.22%)

Euro 3,922 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Durr AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified equipment portfolio with focus on automation and production efficiency 2.Strong global market presence 3.Continuously increasing gross margin and EBIT despite pandemic 4.Merger and Acquisition (M&A) strategies with multiple leading businesses for strong project execution 	<ul style="list-style-type: none"> 1.Sales is vulnerable to fluctuation in exchange rate 2.Higher share in emerging market with supplier barriers and high turnovers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increased usage of automation in medical industry has led to higher demands 2.Rise in sustainable housing creates opportunity for more woodwork 3.Greater Electronic Vehicle (EV) productions increase EV plant machinery market 4.Stricter emission limits in China aid growth of Clean Technology System division 	<ul style="list-style-type: none"> 1.Semiconductor shortages could delay equipment deliveries to clients 2.High competition undercutting sales and prices

PESTLE Analysis :

The PESTLE Analysis for Durr AG is given below:

Political	Economical
1.Trade barriers may reduce sales and increase operating cost	1.Department of energy proposes \$22.5 millions for manufacturing projects on emission control
Social	Technological
1.Pandemic has led more consumers to buy houses in suburbs 2.Consumer demand for electric vehicles is expected to double in next 5 years	1.Manufacturing plants are going digital with Internet of Things (IoT) application and Artificial Intelligence (AI) 2.Automation equipment usage in medical and manufacturing industries is on the rise
Legal	Environmental
1.GDPR compliance has increased the need for digital auditing 2.Increased scrutiny for materials used in medical equipment increases production cost	1.Energy efficiency as a service trend increases demand for energy efficient equipment 2.Sustainable construction megatrends drive demand for woodworking machinery

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