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## STADLER RAIL SWOT & PESTLE ANALYSIS

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**Company Name :** Stadler Rail

**Company Sector :** Locomotive Manufacturing

**Operating Geography :** Switzerland, Europe, Global

**About the Company :**

A Swiss manufacturer of railway rolling stock, with a prominence on regional train multiple units and trams, Stadler Rail was founded in 1942 by Ernst Stadler. The firm also focuses on niche products, such as one of the last European manufacturers of rack railway rolling stock. Stadler Rail is founded and based in Bussnang, Switzerland. It is a holding company and consists of nine subsidiaries having locations in Spain, Algeria, Germany, Poland, Italy, the Netherlands, Austria, Switzerland, Belarus, Czech Republic, Hungary and the United States, and planned Indonesia by INKA. The company started manufacturing its first locomotives, building both battery-electric and diesel types, in 1945. Through the majority of the firm's existence, it operated as a relatively small family-owned business which was entirely based in Switzerland. It primarily focused on producing high customised rail vehicles for its clients. Stadler constructs trains which are customised to meet the needs of customers. The company strives for improving the efficiency of its trains using state-of-the-art technologies. Its product portfolio includes modular vehicle concepts, tailor-made vehicles and a full range of services. The company has its employees at seven production and five component locations as well as various service workshop. On 21st January, 2021 the first city link tram-train successfully arrived in Hungary.

The Unique Selling Proposition or USP of Stadler Rail lies in it being one of the largest producer of rail vehicles which offers tailor-made vehicles while being environmentally friendly.

**Revenue :**

CHF 3,085 million - FY ending 31st December 2020 (y-o-y growth -3.62%)

CHF 3,201 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Stadler Rail is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.First mover in high-tech automatic trains</li> <li>2.Industry leader in diverse offerings</li> <li>3.Large number of EU rail modernization contracts</li> <li>4.Huge production capacity enables them to fulfill manufacturing demands</li> </ul>	<ul style="list-style-type: none"> <li>1.Lacks sophisticated signaling capability for its rolling stock business</li> <li>2.Components manufacturing is outsourced</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Driverless train market is expected to increase by 2026 globally</li> <li>2.Hyperloop emergence in Europe creates opportunity for rolling stock production</li> </ul>	<ul style="list-style-type: none"> <li>1.Currency fluctuation risk</li> <li>2.Alstom-Bombardier merger deal could pose threat to the company's market position</li> <li>3.China's one belt one road initiative will allow CRRC to grow footprints</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Stadler Rail is given below:

Political	Economical
1.European Commission provides support for modernization and expansion of EU railways 2.Brexit visa rules could impact holiday and travel to EU	1.EU recovery plan aims to boost the railways system by Euro 40 billion 2.US government allocates \$60 billion for rail transport under its '5-Yr Surface Transportation Bill'
Social	Technological
1.Pandemic makes people opt for sustainable rail transport instead of planes 2.Customer preference for greener transport has increased	1.Hydrogen powered trains can help achieve zero-emission goals 2.Automated train operation systems are anticipated to be a norm
Legal	Environmental
1.Railway transportation plays a huge role in the 'EU Green Deal'	1.European Commission has presented a 'Sustainable and Smart Mobility Strategy' along with an Action plan

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