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DEUTSCHE BAHN SWOT & PESTLE ANALYSIS

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Company Name : Deutsche Bahn

Company Sector : Railways

Operating Geography : Germany, Europe

About the Company : The Deutsche Bahn AG is a railway business based in Germany. It is a Berlin-based private joint-stock company (AG) whose sole shareholder is the Federal Republic of Germany. On January 1, 1994, the Deutsche Reichsbahn and Deutsche Bundesbahn amalgamated to become Deutsche Bahn, the Reichsbahn's successor organisation. DB Fernverkehr (long-distance passenger), DB Regio (local passenger services), and DB Cargo are among the enterprises that make up the DB Group (rail freight). DB Netz, a Group affiliate, also manages a significant portion of Germany's railway infrastructure. About half of the company's entire revenue comes from rail transportation. The remaining half of the operational business is made up of additional transportation and logistics as well as diverse service providers. Public transportation contracts account for a portion of the company's revenue, and infrastructure. In February 2021, Deutsche Bahn became the first German firm to be listed on the Luxembourg Green Exchange (LGX), the Luxembourg Stock Exchange's new window for exceptionally climate-friendly issuers.

Deutsche Bahn's Unique Selling Point or USP lies in being the world's second-biggest transportation firm, as well as Europe's largest railway operator and infrastructure owner. The mission statement of Deutsche Bahn's reads, "DB Rail Academy's mission is to be a first-class education provider for rail and transport. We link the transport sector by pooling the global expertise of various experts".

Revenue :

Euro 39,902 million - FY ending 31st March 2020 (y-o-y growth -10.2%%)

Euro 44,431 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Deutsche Bahn is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Uninterrupted service during pandemic for essential workers 2.Punctual service and high customer satisfaction 3.Strong Rail strategy for environmental protection 4.Free Wi-Fi service for passengers 	<ul style="list-style-type: none"> 1.Business set to suffer damages worth 10 billion euros due to pandemic 2.Drivers went on strike due to unsatisfactory wage negotiations 3.Product leaks during transport of hazardous chemicals
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion of cargo services to ease cross-border transportation 2.Undertaking more eco-power projects in Germany 3.Expansion of long-distance fleet 	<ul style="list-style-type: none"> 1.Ban on non-essential travel affects their business 2.Falling oil prices reduces competitiveness of railways compared to other modes of transport 3.Supply chain disruptions affect freight transport demand

PESTLE Analysis :

The PESTLE Analysis for Deutsche Bahn is given below:

Political	Economical
1.DB and German government's joint venture for digitalization of railways 2.EU has committed to becoming climate neutral by 2030 3.Trade agreement between EU and the UK post Brexit	1.Slowdown of global trade affecting the transport industry (97) 2.Low yields from Eurozone bonds (102)
Social	Technological
1.Green transport revolution to create millions of new jobs 2.Work-from-home culture reducing demand for public transport 3.Customers want Chatbots instead of face-to-face interaction	1. Digital interlocking technology to improve reliability and punctuality of trains 2. Investment in cloud-based technology improves scale of business
Legal	Environmental
1.EU to restrict use of loud freight cars from 2024 2.Labour agreement with the Railway and Transport Workers Union	1.Aims to convert to 100% eco-power by 2038 2.Top A rating in CDP's climate protection assessment

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