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FUCHS PETROLUB SE SWOT & PESTLE ANALYSIS

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Company Name : Fuchs Petrolub SE

Company Sector : Lubricants

Operating Geography : Germany, Europe, Global

About the Company :

Fuchs Petrolub SE is a global lubricant and speciality product company headquartered in Mannheim, Baden-Württemberg, Germany. The company's portfolio of products consists of automotive lubricants, industrial lubricants, metal-working fluids, and lubricants for special applications. Engine and gear oils, metalworking fluids, shock-absorbent fluids, corrosion inhibitors, hydraulic oil, and greases are among the company's offerings. FUCHS PETROLUB is a global company with about 60 subsidiaries and about 35 production facilities. It has Fuchs Lubricants in the United States and FUCHS LUBRITECH in the United Kingdom, which produces speciality lubricants for the food and beverage industries. It also provides process and technical support. The company has a diversified product line of over 10,000 items and serves customers in over 50 countries. The company stated in November 2021 that it would provide EUR 50,000 to 14 social projects in Mannheim. As of early 2022, FUCHS has approximately 6,000 employees across all its offices.

Fuchs Petrolub's USP is that it is the largest source of independent lubricant makers in the world. The mission statement of the company reads, "We deliver leading technology and first-class service to our customers. Identify and create FUCHS Value Added. Provide space for innovation to explore new paths. Act with an entrepreneurial spirit".

Revenue :

Euro 2,378 million - FY ending 31st December 2020 (y-o-y growth -8%)

Euro 2,572 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Fuchs Petrolub SE is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Global leader in independent lubricant manufacturing 2.Sustained growth rate and stable financial performance 3.Diversified business portfolio with large number of subsidiaries 4.Good shareholder returns and increasing dividends 5.Expertise combined with a large patent bank and ongoing R&D | <ul style="list-style-type: none"> 1.Company is dependent on cyclical industries |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Strengthen business through strategic acquisitions 2.Expand operations in underpenetrated regions 3.Increase customer base by improving product portfolio 4.Become technological leader in segment by increasing R&D | <ul style="list-style-type: none"> 1.Fluctuation in prices of crude oil, chemicals and natural gas 2.Political conflicts between oil producing nations 3.High costs of complying with environmental regulations 4.Falling demand for lubricants due to rising popularity of electric vehicles |

PESTLE Analysis :

The PESTLE Analysis for Fuchs Petrolub SE is given below:

| Political | Economical |
|---|--|
| 1.Uncertainty regarding long-term effects of Brexit 2.Continuing tensions between OPEC nations 3.Push for clean energy by world leaders | 1.Expansionary monetary policy to aid economic recovery 2.Increasing automobile demand in China |
| Social | Technological |
| 1.Negative social perception about oil and gas industry 2.Increasing adoption of electric cars | 1. Rapid digitalization to improve operational efficiency 2. Developing lubrication solutions for e-vehicles 3. Using sustainable biogas to develop lubricants |
| Legal | Environmental |
| 1.Strict regulations under EU's REACH Act | 1.Finalisation of the EU Green Deal 2.Actively reducing carbon footprint to achieve neutrality |

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