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OC OERLIKON SWOT & PESTLE ANALYSIS

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Company Name : OC Oerlikon

Company Sector : Machinery and Materials (Surface Solutions & Polymer Processing)

Operating Geography : Switzerland, Europe, Global

About the Company : OC Oerlikon is a publicly-traded technology company based in Pfäffikon, Switzerland. Oerlikon-Bührle Holding AG, which was founded in 1973, laid the groundwork for OC Oerlikon. In January of 2000, Oerlikon-Bührle became Unaxis. In May 2006, the commercial register recorded the change of Unaxis Management AG to OC Oerlikon Management AG. The Group's solutions and complete services, as well as its advanced materials, help its customers improve and maximise the performance, function, design, and sustainability of their products and production processes in vital sectors. Surface Solutions and Polymer Processing are the two divisions of the Group. Textile manufacturing equipment, large-scale thin-film solar modules, and precision tool protective coatings (Balzers) are just a few of the production systems and components that make the corporation a global high-tech powerhouse. Oerlikon also creates equipment for conveying process gases and manufacturing vacuums (Leybold Vacuum), as well as numerous propulsion technologies, such as automobile drive systems and gearbox workings (Graziano and Fairfield), and aerospace and production systems for nanotechnology applications. Bosch, CMC, Kraft, Ferrari, and Caterpillar are among the company's customers. It employs over 10, 600 people in 179 sites across 37 countries. Oerlikon Metco Coating Services stated on January 3 that its new laser cladding service centre in Huntersville, NC, a Charlotte suburb, is now fully operating.

OC Oerlikon's USP lies in its being the global leader in surface engineering, polymer processing, and additive manufacturing. The mission statement of OC Oerlikon's reads, "To become the leading provider of surface solutions, advanced materials and materials processing".

Revenue :

CHF 2,258 million – FY ending 31st Dec 2020 (y-o-y decline 12.9%)

CHF 2,953 million– FY ending 31st Dec 2019

SWOT Analysis :

The SWOT Analysis for OC Oerlikon is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Well networked global value chains 2. Positioned as the polymer processing leader in the chemical fibers market 3. Market leader in coating materials, equipment and services 4. Diversified portfolio enabled the firm to realize a net positive income even during the pandemic 5. Competitive capital allocation simultaneously expanding into adjacent markets 6. Effective Research and Development to support sustainable innovation 7. ESG integration and publication of Sustainability Report are competitive advantages. 8. High barriers to entry in the Surface solutions industry keeps competition at bay 	<ul style="list-style-type: none"> 1. The Surface Solutions division saw slump in sales due to the pandemic
Opportunities	Threats

- 1.Acquisition of thermal insulation systems from Crosslinkto pave entry in EV Battery Market
- 2.Procurement of majority stake in joint venture extended portfolio to disposable nonwovens
- 3.InGlassacquisition to accelerate expansion in polymer processing market
- 4.Population growth, urbanization and the expansion of the middle class in emerging countries to drive growth in engineering and capital goods segment

- 1.Projected supply chain disruptions in first half of 2022 due to acute shortage of chips
- 2.Steep appreciation in CHF may impact exports



PESTLE Analysis :

The PESTLE Analysis for OC Oerlikon is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Responsible Business Initiative referendum rejection in Switzerland 	<ol style="list-style-type: none"> 1.China's sharp economic rebound paved the way for maintaining sales 2.Swissfranc appreciation leading to a negative impact on sales and orders 3.Disruption in Global Supply Chan due to restrictions and travel bans
Social	Technological
<ol style="list-style-type: none"> 1.Increasing demand for efficient packaging solutions among various industries and rising insist for FMCG 2.Pandemic induced rise in demand for face masks and protective gears increased demand for nonwovens 	<ol style="list-style-type: none"> 1.Recent developments in materials industry can be used to optimize production costs 2.Additive Manufacturing gaining momentum due to widespread application across different sectors

Legal	Environmental
1. Dealings with tax authorities regarding transfer pricing	1. World Economic Forum releases common ESG metrics to set non-financial reporting standards 2. Increasing pressure on organizations across all sectors to implement ESG integration

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