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VOESTALPINE AG SWOT & PESTLE ANALYSIS

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Company Name : Voestalpine AG

Company Sector : Steel, Energy

Operating Geography : Austria, Europe, Global

About the Company : Voestalpine AG, headquartered in Linz, Austria, is a steel-based technology and capital goods company. The most important plants, in addition to Linz, are in Styria's Leoben and Lower Austria's Krems. "Hermann Göring," a subsidiary of the Reichswerke AG Berlin, was created on May 13, 1938, in Linz-St. Peter, marking the start of Voestalpine, which began roughly 80 years ago. In recent years, Voestalpine has worked to disassociate itself from its image as a steel producer by focusing more on steel processing activities and investing extensively in R&D for high-quality, high-profit steel products. The Voestalpine Group is currently divided into four divisions: Voestalpine Stahl, a high-quality steel producer; Voestalpine Railway Systems, which provides railway engineering and infrastructure planning services as well as high-tech rail products; VoestalpineProfilform, which manufactures shaped tubes and hollow sections, as well as other components; and Voestalpine Motion Division, which develops and manufactures automotive components. The business announced on January 11, 2022, that it has begun operating Europe's most advanced 3D sand printer for heavy steel castings at its Traisen, Lower Austria, facility.

Voestalpine AG's USP lies in its being a major supplier to the automotive, consumer goods, aerospace and oil and gas industries, as well as the world market leader in railway systems, tool steel, and special sections. The mission statement of Voestalpine reads, "We want to excel by tackling challenges efficiently and conscientiously. The knowledge and experience of our people – VIPs, Very Important Profiles – manifests itself in the superiority of our cold-formed profiles and solutions".

Revenue :

11,266.6 million – for the financial year 2020-21 (y-o-y growth –11.41 %)

12,717.2 million – for the financial year 2019-20

SWOT Analysis :

The SWOT Analysis for Voestalpine AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the largest global steel companies with established connections 2. Strong recovery after initial shock of the pandemic 3. Robust key performance indicators signifying foundational strength 4. Diversified product portfolio in various sectors 	<ul style="list-style-type: none"> 1. Core business of steel division may be a source of overdependence 2. Severe impact of the COVID-19 pandemic on revenues and profits
Opportunities	Threats
<ul style="list-style-type: none"> 1. Aggressive expansion post pandemic to increase consumer base 2. Gradual recovery of Europe's economy may increase revenue 3. Strengthen alternative sectors such as mechanical engineering 4. Transition into a sustainable business to attract investment 	<ul style="list-style-type: none"> 1. The global variability in the pandemic threatens long run growth rate 2. Investment in the energy sector may suffer from volatility

PESTLE Analysis :

The PESTLE Analysis for Voestalpine AG is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.The Russian-Ukraine tensions may impact trading activity 2. Energy disruptions due to geopolitical conflicts between Russia and rest of Europe 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Omicron variant of the coronavirus slows global growth 2. Inflationary pressure and higher interest rates in US and Europe
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Stabilising health systems in 2022 impacting livelihood 2. New variants of the virus may not be as disruptive, IMF predicts 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Driving technological innovation for cost-cutting solutions 2. Increasing popularity of 3D printing
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Development of green steel is underway 2. Sustainable policies to drive climate-consciousness 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.

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