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VOITH GROUP SWOT & PESTLE ANALYSIS

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Company Name : Voith Group

Company Sector : Engineering

Operating Geography : Germany, Europe, Global

About the Company : The Voith Group manufactures pulp and paper mills, as well as technical equipment for hydropower plants and driving and braking systems. The family-owned business was formed in 1867 and has its headquarters in Heidenheim a der Brenz. Under the umbrella of this holding corporation, four distinct sections are organized: Voith Sulzer Paper Technology, which makes machines and systems for the production of mechanical pulp, paper, and paper finishing; Voith Turbo Power Transmission, which makes automatic transmissions for buses, coaches, and trucks, rail vehicle drive systems, and hydrodynamic couplings and drive systems for industrial use; Voith Fluid Machinery, which manufactures turbines, storage pumps, and control technology for hydropower plants and marine technology; and Voith Appl. In addition, J.M. Voith is involved in research and development in each of its fields. Voith is a global player with production facilities in Europe, North and South America, and Asia, as well as sales offices in over 100 countries across all continents. Exports account for over 80% of J.M. Voith's revenues. Voith has decreased CO2 emissions at all of its locations to "net zero" as of the beginning of 2022. As a result, beginning in January, the Group's operations will be carbon-neutral.

The Voith Group's USP is that it is a global technology company that produces a significant portion of the world's paper on Voith paper machines and sets standards in the energy, oil and gas, paper, raw materials, and transportation and automotive industries. The mission statement of the company reads, "To be a world-class manufacturing company. To add value to customers, provide career opportunity to our employees, support the community at large and protect the environment for the future".

Revenue :

Euro 4.260 billion - FY ending 30th September 2021 (y-o-y growth 2.1%)

Euro 4.173 billion - FY ending 30th September 2020

SWOT Analysis :

The SWOT Analysis for Voith Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Presence in 60+ countries and 5+ markets. 2.Strategic acquisitions have strengthened hold in the markets. 3.Focus on sustainable technologies has enhanced revenue and secured future business. 	<ul style="list-style-type: none"> 1.Voith Hydro and Voith Turbo are characterized by below average Return on Capital Employed (ROCE)
Opportunities	Threats
<ul style="list-style-type: none"> 1.Hydrogen technology is gaining momentum. 2.EU plans to boost Europe's rail freight transportation. 3.Drive for sustainability is leading countries to adopt e-vehicles. 4.Paper industry experiencing significant investment owing to growing interest in packaging 	<ul style="list-style-type: none"> 1.Europe threatened with high inflation levels. 2.Global supply chain has been disrupted since the beginning of 2020. 3.Political and macroeconomic problems in South America and Africa endanger business and projects obtained there. 4.Decline in orders expected in the hydropower and paper business owing to external factors.

PESTLE Analysis :

The PESTLE Analysis for Voith Group is given below:

<p style="text-align: center;">Political</p> <p>1. Political troubles in Africa deter the hydropower development potential.</p> <p>2. Russia-Ukraine fallout affects Germany's oil and gas industry deeply</p>	<p style="text-align: center;">Economical</p> <p>1. Hydropower market to reach \$317.8 billion by 2027.</p> <p>2. Germany hit with serious supply chain issues and recession fears which harm industry.</p>
<p style="text-align: center;">Social</p> <p>1. Increasing preference for e-commerce, fuels demand for packaging paper.</p>	<p style="text-align: center;">Technological</p> <p>1. Increasing digitalization in all markets including Industrial Internet of Things and AI.</p> <p>2. Global transportation sector transitioning to e-mobility.</p>
<p style="text-align: center;">Legal</p> <p>1. New IFRS regulations will affect financial statements reporting of companies.</p>	<p style="text-align: center;">Environmental</p> <p>1. EU has established a plan to go carbon neutral by 2050 with major focus on decarbonisation.</p> <p>2. E-vehicle adoption trends in USA, China and Europe.</p>

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