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MAGNETI MARELLI SWOT & PESTLE ANALYSIS

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Company Name : Magneti Marelli

Company Sector : Automotive Parts

Operating Geography : Italy, Europe, Global

About the Company :

Magneti Marelli S.p.A was founded in the early 1900's by Ercole Marelli and is headquartered in Corbetta, Italy. It is an Italian developer and manufacturer of components for the automotive industry and provides its products and services through its subsidiaries and brands including AL-Automotive Lightening, Carello, Cromodora, Cofap, Ergom Automotive, Jaeger, Mako Elektrik, Paraflu, Securvia, Seima, Siem SpA, Solex, Veglia Borletti, Vitaloni and Weber. In 2019, Calsonic Kansei and Magneti Marelli joined forces to form the 7th largest independent automotive component supplier in the world. The key products of Marelli includes automotive lightening, cabin comfort, electric powertrain, electronics, green technology systems, interior experience, powertrain, ride dynamics, thermal solutions, motorsport, as well as providing products and services to aftermarket business. As of early 2021, Magneti Marelli has around 58,000 employees, 170 facilities and R&D centers in 24 countries including Asia, America, Europe, and Africa. During a virtual ceremony held in September 2021, Automotive News recognized the company as 2021 PACE Award winner. Through its AMBITION 2024 is aiming to position itself as a leading global tier 1 independent automotive supplier.

Magneti Marelli's unique selling proposition or USP lies in being one of the leading independent suppliers of automotive products in the world. Magneti Marelli's mission statement reads, "We work hand-in-hand with our customers to create a safer, greener and better-connected world." While its vision is, "We exist to innovate and transform the future of mobility."

Revenue :

JPY 1,380 billion (EUR 10.6 billion) – FY ending 2021

JPY 1,266 billion (EUR 10.4 billion) – FY ending 2020

SWOT Analysis :

The SWOT Analysis for Magneti Marelli is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Global leader of developing and manufacturing automotive parts covering 24 countries. 2. Provides 10+ key product areas and diverse range of spare parts of 4 types. 3. 7th largest automotive supplier with 170 facilities and over \$12 billion revenue. 4. Outstanding industrial expertise and high complimentary match of the two mother companies. 5. High competitive advantage on a global scale. 	<ol style="list-style-type: none"> 1. Financial crisis developed within a year of company merger.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Strategic partnership with China based Highly Group can expand company market. 2. 5-year agreement with leading logistic provider DHL can vastly improve supply-chain management. 3. Asia-Pacific market's lucrative growth opportunities can boost company sales. 4. New facility in Germany to produce EV drivetrains can be a huge success. 	<ol style="list-style-type: none"> 1. Covid-19 induced halts in production and operations can limit company growth. 2. Downsizing employee volume translates to doubtful business profitability and growth.

PESTLE Analysis :

The PESTLE Analysis for Magneti Marelli is given below:

<p style="text-align: center;">Political</p> <p>1. The Biden government in the US promoting citizens to switch to EV can help Marelli recover high investments with EV compatible technologies.</p> <p>2. Italy to strengthen the automotive industry by allocating slightly less than \$ 1 billion.</p>	<p style="text-align: center;">Economical</p> <p>1. Global auto parts industry to grow from \$</p>
<p style="text-align: center;">Social</p> <p>1.9 trillion to \$2.3 trillion by 2026.</p> <p>2. Shortage of auto parts affecting major countries including the USA.</p> <p style="text-align: center;">"],"</p> <p style="text-align: center;">Social</p>	<p style="text-align: center;">Technological</p> <p>1. Consumer preference of a limited number of advanced features in vehicles can guide a company's R&D strategy effectively." ;"</p>
<p style="text-align: center;">Legal</p> <p>1. Self-driving race cars make records of successful race completion.</p> <p>2. Advanced thermal management design increases performance of EVs.</p> <p style="text-align: center;">"],"</p> <p style="text-align: center;">Legal</p>	<p style="text-align: center;">Environmental</p> <p>1.India's new rule to reduce imports of auto parts being resisted by automakers." ;"</p>

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