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BREMBO S.P.A SWOT & PESTLE ANALYSIS

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Company Name : Brembo S.p.A

Company Sector : Automobile

Operating Geography : Italy, Europe, Global

About the Company :

Brembo S.p.A world leader and acknowledged innovator of brake technology for automotive vehicles, headquartered in Italy. 1961 marked the beginning of a company that transformed a simple vehicle component into a distinctive element with its own distinct identity in terms of both aesthetics and performance. Brembo is a world leader in the design, development, and manufacture of braking systems and components for automobiles, motorcycles, industrial vehicles, and machinery, as well as racing. With 29 production and business sites and a workforce of over 12,000 employees, the company now operates in 16 countries across three continents as of 2023. Brembo has seven research laboratories, 23 manufacturing sites, and six business sites where it sells its products in more than 70 countries. Brembo is also a leader in the racing sector and has won more than 500 championships. Brembo reaffirmed its commitment to the Formula One World Championship for the 2022 season, which began with the Bahrain Grand Prix on the 20th of March. The Group's engineers have created an entirely new braking system that complies with the latest FIA regulations and limits while maintaining performance.

Brembo's mission is "To become a Solution Provider, integrating its products and services into harmonic, all-round solutions to meet the rapidly evolving needs of the automotive industry.?" The vision of Brembo reads "Turning Energy into Inspiration."

Revenue :

3,629 million – FY ending 31st December 2022

2,777.6 million – FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Brembo S.p.A is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1. Global leader in making braking systems with international presence. 2. Hit grand success in Motorsport's competitions 3. Strong research and innovation because of investment policies. | <ol style="list-style-type: none"> 1. Net income has shrunk over the past five years. 2. Declining ROI and ROE over the past five years. |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Artificial intelligence is being used more in manufacturing automobile parts. 2. Increasing prevalence of electric motorsports. 3. Automotive demand to see a recovery in 2022. 4. Several countries have set electric vehicle targets. | <ol style="list-style-type: none"> 1. Semiconductor shortage indirectly affects business. 2. Rising energy prices will hamper business. 3. Coronavirus variants are a risk to the supply chain. |

PESTLE Analysis :

The PESTLE Analysis for Brembo S.p.A is given below:

| | |
|--|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Elections in Italy will affect economic conditions. 2. The Russia-Ukraine conflict will lead to a further rise in energy prices in Europe. | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Energy prices are spiralling by the day 2. Coronavirus and its variants will affect global economic growth and inflation rates. 3. Steady growth predicted for the automotive brake system market over the next 5 years |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Public demand for automobiles is set to rise in the coming years. | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. More development in electric and autonomous cars. 2. Data Science and AI are being used more in the automobile sector. |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Government regulations made usage of advanced braking systems mandatory in most countries by 2022. | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. New EU regulations on CO2 emissions load fresh limits on manufacturers. |

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