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VOSSLOH AG SWOT & PESTLE ANALYSIS

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Company Name : Vossloh AG

Company Sector : Rail Infrastructure and Technology

Operating Geography : Germany, Europe, Global

About the Company :

Vossloh AG, headquartered in Werdohl, North Rhine-Westphalia, Germany, is a rail technology firm. The Eduard Vossloh Company was established on July 11, 1888. Vossloh's core business, rail infrastructure, is served by three divisions: Core Components, Customized Modules, and Lifecycle Solutions. The Core Components branch produces industrial-scale standardised goods that are needed in large quantities for rail infrastructure. The Customized Modules division designs and manufactures rail infrastructure systems that must be customised for each customer and project. Vossloh offers installation and maintenance services. Vossloh's Lifecycle Solutions subsidiary offers track-related services. This involves long rail welding and transportation, track and switch maintenance and preventative care, and old rail reconditioning and recycling. These services also include the management of entire rail sections throughout their existence. Vossloh has received a significant order from the state rail company ARTC (Australian Rail Track Corporation) for the Inland Rail project, which is scheduled to begin in March 2022. The approximately 1,700 km railway line under construction between the Australian cities of Melbourne and Brisbane is the country's largest rail freight infrastructure project.

Vossloh's USP lies in its being the world's top rail technology firm, providing comprehensive solutions from a single source to its customers all over the world. The mission statement of Vossloh reads, "We make an important contribution to the mobility of people and the transport of commodities – safe, sustainable and environmentally friendly".

Revenue :

942.8 million- FY ended 31 December 2021

869.7 million- FY ended 31 December 2020

SWOT Analysis :

The SWOT Analysis for Vossloh AG is given below:

| Strengths | Weaknesses |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1.Vossloh is a 135-year-old rail infrastructure company with high-quality products and solutions 2.Majority of customers of Vossloh are from the public sector 3.The company has strong strategic acquisition activities with wide global presence 4.The company has bold expertise in rail infrastructure with significant investment in R&D | <ul style="list-style-type: none"> 1.Orders received by Vossloh decreased in 2020 2.Vossloh has faced certain compensation claims and lawsuits |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Continue to expand operations in emerging markets with acquisitions and projects 2.Vossloh should boost its switch business and monetize on expertise 3.Continue accelerating development of digital expertise in rail 4.Expand existing businesses and increase profitability | <ul style="list-style-type: none"> 1.Changes in prices of raw materials has adverse effects on profits 2.Stiff competition from competitors in the rail industry 3.Vossloh experienced operational shutdowns due to the pandemic |

PESTLE Analysis :

The PESTLE Analysis for Vossloh AG is given below:

| Political | Economical |
|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 1.China raised export tariff on steel 2.2021 is the year designated "European Year of Rail" under EU Green Deal | 1.Several governments are increasing expenditure to improve rail infrastructure 2.Global companies exposed to foreign exchange risk |
| Social | Technological |
| 1.The rapid development and urbanization of population is leading to increased demand for rail | 1.Shift to digitalization in rail infrastructure 2.Focus on development of technology for "quieter" rail |
| Legal | Environmental |
| 1.Strict compliance to laws and regulations for rail industry | 1.Rail companies are investing heavily in becoming more sustainable 2.Rise in demand for environmental-friendly and safer rail |

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