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## ROSENBAUER GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Rosenbauer Group

**Company Sector :** Manufacturing, Firefighting and Disaster Protection Technology

**Operating Geography :** Austria, Europe, Global

**About the Company :**

The Rosenbauer Group is an Austrian producer of fire-fighting vehicles and equipment headquartered in Leonding. Johann Rosenbauer formed the first Austrian firefighting company in Linz in 1866. It offers vehicles, fire extinguishing systems, equipment, and telemetry solutions for professionals, fire departments, and industry. Rosenbauer provides municipal fire engines, turntable ladders, hydraulic platforms, airport vehicles, industrial vehicles, special vehicles, extinguishing systems, fire brigade equipment, stationary extinguishing systems, and telematics solutions for vehicle management and deployment management as a full-service supplier. Rosenbauer has a service network in over 100 countries that provide maintenance, customer service, and refurbishing. Its goods are manufactured in Europe, the United States, and Asia. CEEU; NISA; MENA; APAC; NOMA; PFP are the segments in which the company operates. Rosenbauer Brandschutz Deutschland stated in June 2022, that it had secured its largest order in history, which is for water spray and turret extinguishing systems for a new waste-to-energy facility in Wiesbaden that is now under development.

The Rosenbauer Group's USP lies in its being one of the three largest manufacturers of fire-fighting vehicles and equipment in the world. The mission statement of the company reads, "At Rosenbauer, our mission is to support those that save lives and protect property. We design, engineer and manufacture certainty. Certainty instils confidence. Confidence empowers duty, courage and camaraderie".

**Revenue :**

Euro 975.1 million - FY ending 31st December 2021 (y-o-y growth 2%)

Euro 1044.2 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Rosenbauer Group is given below:

| Strengths  | Weaknesses   |
|--|--|
| <ol style="list-style-type: none"> <li>1.Core competence and wide range of products and technology in Wildfire equipment category.</li> <li>2.Present in across 120 countries with 14.8% market share and 240 sales partners.</li> <li>3.Leading product innovator with its innovation being awarded by the government.</li> <li>4.The only international firefighting technology provider that produces all type of vehicle to both Europe and US standards.</li> <li>5.High order backlogs show the growing demand for the products of the company.</li> </ol> | <ol style="list-style-type: none"> <li>1.High gearing ratio exposes the company to financial risk.</li> <li>2.Fluctuations in the revenue and profit growth.</li> </ol>  |
| Opportunities  | Threats  |
| <ol style="list-style-type: none"> <li>1.Growth in the after-sales market can help the company in becoming a trusted service provider.</li> <li>2.Driving technological transformation can help the company in improving its services.</li> <li>3.Achieve product leadership and operational excellence through 'Strategy 2030'.</li> <li>4.Improve the electric vehicle and equipment portfolio to grow in this segment.</li> </ol>   | <ol style="list-style-type: none"> <li>1.Disruption in supply chains can affect the production of the business.</li> <li>2.Shortages in products like truck chassis or electric components can delay productions.</li> <li>3.Disruption in markets due to Covid-19 cases can affect growth.</li> </ol> |

## PESTLE Analysis :

The PESTLE Analysis for Rosenbauer Group is given below:

|  |   |
|--|---|
| <p style="text-align: center;"><b>Political</b></p> <p>1.Global businesses are stopping their operations in Russia due to the Ukraine-Russia war.</p> <p>2.Trade war between USA and China has changed the dynamics of import and export in both countries.</p>              | <p style="text-align: center;"><b>Economical</b></p> <p>1.High inflation is affecting the prices of major commodities.</p> <p>2.The economy of eurozone is being predicted to slowdown.</p> <p>3.Supply chain disruptions are affecting the raw material prices and shipping costs.</p>                 |
| <p style="text-align: center;"><b>Social</b></p> <p>1.Firefighters face difficulty with extinguishing the fire of electric vehicles.</p>   | <p style="text-align: center;"><b>Technological</b></p> <p>1.Smart factories are transforming the way manufacturing industries operate.</p> <p>2.IOT is helping industries to develop smart control systems.</p> <p>3.Digital solutions are helping industries to provide better customer services.</p> |
| <p style="text-align: center;"><b>Legal</b></p> <p>1.EU countries are emphasising on the changes in regulations regarding the fire safety in buildings.</p> <p>2.Changes have been made to the EN 469 regulations which guide the protective clothing for fire services.</p> | <p style="text-align: center;"><b>Environmental</b></p> <p>1.Controlling wildfires is important for climate change as they are responsible for 10 to 15% of Greenhouse gases emission.</p>  |

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