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EPIROC AB SWOT & PESTLE ANALYSIS

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Company Name : Epiroc AB

Company Sector : Mining and Infrastructure Equipment

Operating Geography : Sweden, Europe, Global

About the Company :

Epiroc AB produces machinery for both mining and infrastructure. Stockholm, Sweden is home to the company's headquarters. Manufacturing facilities are located in Germany, Sweden, the US, Canada, Australia, China, India, and Japan. Founded in Stockholm in 1873, Atlas Copco is where Epiroc got its start. Epiroc was formally established in January 2018, as a result of Atlas Copco's decision to separate apart its heritage mining equipment business. It designs, produces, and sells rotary drilling equipment for a range of uses, including exploration, building, mining, water wells, and shallow oil and gas, all over the world. The business also provides tunnelling and mining equipment for both above- and below-ground uses, as well as rock and exploratory drilling equipment. Among other things, Epiroc offers services in mining and rock excavation, replacement parts supply, expert service, consulting and engineering, support solutions, and training. In June 2022, Boliden made a sizeable order with Epiroc for mining equipment, which would be utilised in several of the company's underground mines in Sweden. The contract includes battery-electric and automation systems.

The unique selling proposition of Epiroc is that it is a premier partner in productivity and sustainability for the infrastructure and mining sectors. The mission statement of Epiroc reads, "to be the leading global productivity partner and to deliver profitable growth. To achieve this mission, our strategy is focused on five areas – Innovation and expertise, Safety and sustainability, Presence and penetration, Operational and service excellence, and People and Leadership".

Revenue :

SEK 39,645 million - FY ending 31st December 2021 (y-o-y growth 10%)

SEK 36,122 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Epiroc AB is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Has a strong and even global presence 2.Epiroc has a strong financial position 3.Epiroc has a high proportion of recurring business 4.Epiroc has seen continuously created value for its shareholders 5.Epiroc has a strong well-proven business model 	<ol style="list-style-type: none"> 1. Epiroc's clients are majorly involved in environmentally risky businesses 2.Substantial number of orders received are in local currency and impacts the company's revenue
Opportunities	Threats
<ol style="list-style-type: none"> 1. Epiroc is well positioned to take advantage of the increase demand for low carbon products 2.The after-market business for mining equipment estimated to grow at 5% CAGR 	<ol style="list-style-type: none"> 1. Highly competitive market where competitors are continuously consolidating 2.High susceptibility to cyberattacks 3.Market is too dependent on general economic conditions and mining commodity prices

PESTLE Analysis :

The PESTLE Analysis for Epiroc AB is given below:

Political	Economical
1.Russia-Ukraine conflict has been impacted the financial positions of many companies 2.Mining industry is often criticised for violating human rights	1.Rising inflation is causing a rise in the prices of raw materials and metals. 2.Global supply chain disruption is increasing the raw material prices. 3.Economic cycle affects the mining industry severely
Social	Technological
1.Local Protests are common at mining sites	1. Battery technologies and connected equipment market is estimated to grow at 20% CAGR 2. The whole mining industry including the mining equipment is going through rapid digitalisation and automation 3. Increased demand for EV has pushed the demand for Lithium and Cobalt mining
Legal	Environmental
1.There is an increase in regulatory compliances	1.There is a rising demand for sustainable solutions in mining

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Client Support:
support@swotandpestle.com