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CONTEMPORARY AMPEREX TECHNOLOGY LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Contemporary Amperex Technology Limited

Company Sector : Automotive Batteries, Energy Storage Systems

Operating Geography : China, Asia, Global

About the Company :

Contemporary Amperex Technology Co. Limited, also known as CATL, is a Chinese battery producer and technology firm that was established in 2011 and focuses on the production of lithium-ion batteries for electric vehicles and energy storage systems as well as battery management systems (BMS). The company was established as a spinoff of Robin Zeng's prior company, Amperex Technology Limited (ATL), which he had established in 1999. Its headquarters are in Ningde, Fujian Province, where it also runs manufacturing facilities. Its four primary R&D centres are located in Ningde, Fujian, Liyang, Jiangsu, Shanghai, and Munich, Germany. The company's main business activities are the development, production, and sales of energy storage and new energy vehicle power battery systems. Power battery systems, energy storage systems, and lithium battery components are the firm's major products. Products from the firm are primarily employed in the production of electric passenger cars, electric buses, and speciality vehicles including electric logistics cars. The business sells its goods in both domestic and international markets. Qilin, the third iteration of CATL's CTP (cell-to-pack) technology, was

released in June 2022. It reaches the highest level of integration to date and can easily deliver a range of more than 1,000 km owing to a record-breaking volume utilisation efficiency of 72% and an energy density of up to 255 Wh/kg.

The unique selling proposition of CATL is that it is the largest manufacturer of lithium-ion batteries for electric vehicles (EVs) in the world as well as a leader in cutting-edge new energy technologies. The mission statement of CATL reads, “Innovate to enable customer’s achievements”

Revenue :

CNY 130.36 billion - FY ending 31st December 2021 (y-o-y growth 159.06%)

CNY 50.31 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Contemporary Amperex Technology Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.First generation sodium ion batteries offering affordability and more applications 2.The Exponential growth of the company 3.Partnership with top global players in Automotive Industry 4.A Global leader in lithium-ion battery manufacturing 5.Greater returns and value creation for shareholders 	<ul style="list-style-type: none"> 1.No Manufacturing facility developed outside China
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising demand for electric vehicles globally 2.Battery as service model can help drive demand for EV battery 3.Opportunity in commercial vehicle sector due to growing trend towards e-mobility 4.Increasing calls for reducing fossil fuel consumption 	<ul style="list-style-type: none"> 1.CATL faces currency risk due to fluctuation of Chinese yuan 2.US China trade war will create challenges for CATL 3.Growing competition in local and global market 4.Rising Lithium prices will directly affect CATL's revenue

PESTLE Analysis :

The PESTLE Analysis for Contemporary Amperex Technology Limited is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Increasing tensions between West and China over Taiwan 2.Reduced tax cuts by China can create downward drag on CATL's sales 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Lithium scarcity driving its prices up has put pressure on CATL 2.Rising inflation can affect company's business
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumers willing to spend more on EV to reduce environmental impact 2.China's aging population can create shock for CATL 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Hydrogen fuelled EV as replacement for battery-based EV 2.Development of sodium ion batteries as a replacement for Lithium batteries
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Ongoing legal dispute with rival over IP violation 2.Allegation of corruption in DRC over purchasing of cobalt 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Increasing concern due to pollution caused by carbon fuelled vehicles

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