# S&P TEST

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## ASELSAN A.S. SWOT & PESTLE ANALYSIS

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Company Name : Aselsan A.S.

Company Sector : Defense Electronics Manufacturing

Operating Geography : Turkey, Europe, Global

#### About the Company :

With its headquarters in Ankara, Turkey, Aselsan A.S. is a defence company. Advanced military equipment for air, land, and maritime forces is its primary focus in terms of research, development, and production. A significant supplier to the Turkish Armed Forces is the business. The Turkish Army Foundation established Aselsan in 1975 as a result of the US decision to impose an embargo on Turkey owing to the Cyprus Operation. The firm offers a variety of systems, including avionics and navigation, air and missile defence, security, land and weapon systems, military communication systems, space technologies, information technology systems, naval systems, and air and missile systems. It concentrates on research, development, production, testing, engineering, assembly, integration, and sales, as well as after-sales support, consulting, and trading activities to provide project preparation, engineering, consulting, training, and contracting for a variety of software, equipment, systems, and tools. The business offers applications to all institutions, organisations, businesses, and individual customers for the army, navy, air force, and aerospace. It conducts business in both South-eastern Europe and Western Asia. At the beginning of 2022, the company has over 8,800 employees on its rolls.

The unique selling proposition of ASELSAN is that it is the largest defence electronics company in Turkey, has developed into an exporter of domestic goods, invests abroad through a variety of partnerships with local businesses, and is ranked among the top 100 defence corporations in the world. The mission statement of the company reads, "To be a reliable, competitively preferred, environment-friendly and human conscious technology firm which preserves its sustainable growth in the global market via the values created for stakeholders, as well as serving its establishment purposes".

#### Revenue :

Lira 20,139 million - FY ending 31st December 2021 (y-o-y growth 25%)

Lira 16,104 million - FY ending 31st December 2020



#### SWOT Analysis :

The SWOT Analysis for Aselsan A.S. is given below:

Strengths	Weaknesses
1.Wide range of product portfolio with new	1.Large portion of the sales of the company is
products being added every year.	dependent upon Turkish Armed Forces.
2.Many local and global affiliate companies to	2.Management decisions are likely to be
carry out R&D in various defense and non-	affected by the developments in Turkish
defense related fields.	Armed Forces as they are major shareholders.
3.Operates in diverse segments like	
communication information technologies,	
microelectronics, defense technology etc.	
4.Strong R&D capabilities and spending by	
fostering partnerships with universities.	
5.Large amount of order backlogs and new	
contract awards.	
Opportunities	Threats
1.Increase sales in the international business	1.Supply chain disruptions can affect the
segment.	supply of components for production.
2.Drive product innovation through use of	2.International and regional geopolitical
advanced technologies.	events can affect the company
3.Improve sales in the non-defense segment.	



#### **PESTLE Analysis :**

The PESTLE Analysis for Aselsan A.S. is given below:

Political	Economical
1.Ukraine stacking up Turkish defense	1.Defense industry in Turkey is likely to
equipment amid the war with Russia.	generate \$4billion revenue from exports in
2.Turkey has applied to join the PESCO	2022.
military mobility project.	
3.US has imposed sanctions on Turkey over	
purchase of S-400 missiles from Russia	
4.Turkey is realigning its policy to improve	
defense ties with gulf rivals	
Social	Technological
1.Defence industry in Turkey is increasing its	1.Unmanned vehicles are being increasingly
supply of products from the local SME's.	used in the defence sector of countries.
	2.Use of smart weapons in the defence
	industry is revolutionizing this sector.
	3.Technologies like AI, augmented reality etc
	are finding applications in war simulation and
	defence sector.
Legal	Environmental
Legal 1.Delay in the export license permits	Environmental 1.Defence industries are moving towards
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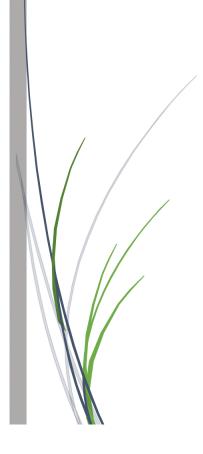


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