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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
<ul style="list-style-type: none"> 1. Wide range of product portfolio with new products being added every year. 2. Many local and global affiliate companies to carry out R&D in various defense and non-defense related fields. 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. 	<ul style="list-style-type: none"> 1. Large portion of the sales of the company is dependent upon Turkish Armed Forces. 2. Management decisions are likely to be affected by the developments in Turkish Armed Forces as they are major shareholders.
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increase sales in the international business segment. 2. Drive product innovation through use of advanced technologies. 3. Improve sales in the non-defense segment. 	<ul style="list-style-type: none"> 1. Supply chain disruptions can affect the supply of components for production. 2. International and regional geopolitical events can affect the company

PESTLE Analysis :

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

Political	Economical
<ol style="list-style-type: none"> 1.Ukraine stacking up Turkish defense equipment amid the war with Russia. 2.Turkey has applied to join the PESCO 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 	<ol style="list-style-type: none"> 1.Defense industry in Turkey is likely to generate \$4billion revenue from exports in 2022.
Social	Technological
<ol style="list-style-type: none"> 1.Defence industry in Turkey is increasing its supply of products from the local SME's. 	<ol style="list-style-type: none"> 1.Unmanned vehicles are being increasingly 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
<ol style="list-style-type: none"> 1.Delay in the export license permits 	<ol style="list-style-type: none"> 1.Defence industries are moving towards adapting sustainable practices towards climate change goals.

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