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MICHELIN SWOT & PESTLE ANALYSIS

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Company Name : Michelin

Company Sector : Tires, Auto Ancillaries, Industrial Materials, Travel Guides

Operating Geography : France, Europe, Global

About the Company :

Michelin is a French tire manufacturer headquartered in Clermont-Ferrand, France. It was founded in 1889. It is among the three largest tire manufacturers in the world. Michelin is known for its innovative removable tires, pneurail (tire meant for rails) and radial tires. Michelin makes tires for aircrafts, motorcycles, bicycles and space shuttles. Apart from tires Michelin also makes tour guides, it has published two guidebook series. Michelin also publishes a variety of road maps, mostly of France but also of other European countries, Africa, Thailand and the United States. It has presence in 170 countries and operates 68 production facilities. It has been ranked on Number 1 spot by Forbes Magazine Annual survey on “America’s best large employers”. The company has over 124,760 employees globally as of January 2022.

The USP or unique selling proposition of Michelin is that it is the second largest tyre manufacturer in the world. Michelin mission is to “enhance its clients’ mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients’ needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry”.

Revenue :

23,795 million – FY ending December 31, 2021 (year-on-year growth of 16.3%)

20,469 million – FY ending December 31, 2020

SWOT Analysis :

The SWOT Analysis for Michelin is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.One of the largest manufacturers of tires globally 2.Strong brand equity and high market share 3.Strong R&D Teams with culture of innovation 4.Solid global footprint and increasing demand 	<ul style="list-style-type: none"> 1.High operational costs leading to low profits 2.Sluggish Replacement volumes due to higher prices
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential of capturing demand for electric vehicle tires through strategic partnerships 2.High growth opportunities in passenger cars light commercial vehicle segment 3.Opportunity to become market leader through M&A 4.Reinforce their position as class leader through exclusive partnership 	<ul style="list-style-type: none"> 1.Volatility in raw material prices 2.Fierce competition from global players 3.Battling capacity of production challenges

PESTLE Analysis :

The PESTLE Analysis for Michelin is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Impact of import tariffs in US 2.Impact of Brexit on Michelin starred restaurants 3.Axing power production through gas as a result of Russia Ukraine war 	<ul style="list-style-type: none"> 1.Impact of macroeconomic conditions prevailing in operating regions
Social	Technological
<ul style="list-style-type: none"> 1.Increasing popularity of E-commerce 2.Ace Customer support and employee engagement build a trustable brand 3.Michelin rating considered prestige and quality symbol for restaurants across the globe 	<ul style="list-style-type: none"> 1.Focus of businesses on digitization 2.Innovation and R&D initiatives
Legal	Environmental
<ul style="list-style-type: none"> 1.Burdensome laws and regulations 2.Improving Intellectual Property laws and consumer protection laws to prevent Litigation risks 	<ul style="list-style-type: none"> 1.Commitment to reduce carbon emissions 2.Impact of weather conditions on business

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