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## PALFINGER AG SWOT & PESTLE ANALYSIS

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**Company Name :** Palfinger AG

**Company Sector :** Manufacturing, Hydraulic Lifting Systems

**Operating Geography :** Austria, Europe, Global

**About the Company :**

Palfinger AG is a well-known crane manufacturer that produces hydraulic lifting, loading, and handling equipment. The PALFINGER Group is headquartered in Bergheim, Austria, and consists of 84 businesses in 32 nations, together with 33 manufacturing and assembly facilities and around 5,000 sales and service outlets spread across more than 130 nations on all continents. The company was founded in 1932 by Richard Palfinger as a repair facility for agricultural trailers, tippers, and vehicle bodies. Sales & Service and Segment Operations are Palfinger's two operating segments. The production facilities and the company's respective production share are included in the segment operations. The sales and service segment generates the majority of its revenue. Despite selling its goods all over the world, Palfinger divides the world into six geographical regions: Europe, the Middle East, and Africa; North America; Latin America; Eurasia; Asia-Pacific; and Marine. In May 2022, Palfinger stated that it is taking the lead and creating a module that can be used on all commercial vehicles as well as electrically power the entirety of PALFINGER's product line in collaboration with ZF Friedrichshafen AG and Mercedes-Benz Trucks.

Palfinger AG's USP lies in its being the World market leader with 150 models and 35 per cent of the market share and the top brand in the world for loader cranes, marine cranes, wind cranes, and container handling equipment. The vision statement of the company reads, "PALFINGER is working on a world in which customers are offered top-level sustainable lifting solutions in a responsible manner and with positive impacts on people, the planet, and the success of the company. PALFINGER supports customers worldwide who expect the maximum: Value, for the life of the product".

**Revenue :**

1841.5 million - FY ending 31st December 2021 (y-o-y growth 20%)

1533.8 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Palfinger AG is given below:

Strengths	Weaknesses
<p>1.Global market leader in crane business with a market share of around 35%.</p> <p>2.Innovative and powerful product portfolio for diverse industry segments.</p> <p>3.Strong business network of around 5,000 distributors and dealers in 130+ countries.</p> <p>4.Company is expanding operations through acquisitions, partnerships and by securing large orders in EMEA, NAM, LATAM, CIS, APAC etc. regions.</p> <p>5.A growing EBIT margin shows the growing profit of the company over revenue.</p>	<p>1.High gearing ratio shows the financial risk associated with the company.</p> <p>2.High employee turnover ratio may contribute to rising employee costs.</p>
Opportunities	Threats
<p>1.Digital transformation of the company can lead to efficient functioning at every end.</p> <p>2.Palfinger AG can push for becoming a complete solution provider ranging from development to service.</p> <p>3.Reorganize the sales and services method by adopting new ways to meet the growth strategy of 2030.</p>	<p>1.Shortages of truck drivers in Europe can affect the delivery and production capacity.</p> <p>2.The company has faced cyberattacks recently, so similar future attacks may affect operations of the company.</p> <p>3.Global supply chain crisis can affect the operations of the company.</p>

## PESTLE Analysis :

The PESTLE Analysis for Palfinger AG is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Ukraine-Russia war has forced global businesses to stop operations in Russia.</p> <p>2.Governments of many countries have announced stimulus packages for development of infrastructure and economy after covid-19.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Inflation is driving up the cost of commodities like steel and other raw materials.</p> <p>2.The energy prices have gone up in Europe due to shortages.</p> <p>3.The economic growth of Eurozone will be affected due to war in Ukraine.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Manufacturing industries are focussing on building a resilient workforce.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Companies are adopting digital transformation strategies at both the production end and service end.</p> <p>2.Industry 4.0 is transforming the operations of cranes digitally.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.EU is implementing several changes in the laws related industrial pollution regulation.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Manufacturing industries are making big changes in their operations to achieve net carbon neutrality.</p>

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