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DANA INC. SWOT & PESTLE ANALYSIS

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Company Name : Dana Inc.

Company Sector : Energy Management Solutions

Operating Geography : United States, North America, Global

About the Company :

Dana Inc. offers power-conveyance and energy-management solutions for machinery and vehicles. The business, which was established in 1904 and is headquartered in Maumee, Ohio, has close to 36,000 employees worldwide. The business provides driveshafts, axles, transmissions, and electrodynamic, thermal, sealing, and digital equipment for conventional, hybrid, and electric cars. Markets for light vehicles, commercial vehicles, and off-highway equipment are targeted by the company's goods and services. Automobiles, industries, and financial holdings make up Dana's three main business sectors. Four regional organisations in North America, South America, Europe, and the Asia Pacific are in charge of the company's global operations under its decentralised management structure. Dana evolved concurrently with the automobile industry, and by adapting to changes there, it has remained a pioneer in its sector. In April, 2022, Dana revealed that five cutting-edge electrification solutions it has developed have earned it a top ranking in the Automotive News PACE and PACEpilot Award programmes.

Dana Inc.'s USP lies in its being a world leader in drivetrain and electric propulsion systems. The mission statement of the company reads, "Driving stakeholder value by powering vehicles and machines around the world; shaping sustainable progress through invention and execution; and making the amazing happen wherever people live, work, and play".

Revenue :

\$ 8.9 billion - FY ending 31st December 2021 (y-o-y growth 25.35%)

\$ 7.1 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Dana Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong focus on engineering innovation and R&D 2.Well diversified product portfolio across several segments 3.Diversified sources of revenue 4.Complete In-house e-Propulsion Systems Capability 	<ul style="list-style-type: none"> 1.Dependence on subsidiaries for cash 2.The company participate in certain multi-employer pension plans which are not fully funded
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity of emerging as a market leader in the electric vehicle space. 2.The automotive gears market is likely to grow strongly over the next few years. 	<ul style="list-style-type: none"> 1.Increasing competition across all segments. 2.Changes in international political conditions. 3.Adverse impact of the strength of US dollar relative to other currencies. 4.New fuel standards and reduced greenhouse gas emissions. 5.The proposed phase out of the London Interbank Offer Rate (LIBOR)

PESTLE Analysis :

The PESTLE Analysis for Dana Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Freshly imposed lockdowns in China likely to affect activities there</p> <p>2.Imposition of tariffs and trade wars</p>	<p style="text-align: center;">Economical</p> <p>1.Fears of a global recession</p> <p>2.Record inflation and hike in interest rates.</p>
<p style="text-align: center;">Social</p> <p>1.Rapid adaptation of Electric Vehicles by consumers</p>	<p style="text-align: center;">Technological</p> <p>1.OEM production disruptions caused by shortage of semiconductors</p> <p>2.Partnership with IBM to support EDI standards</p> <p>3.Emissions restrictions leading to reduction in vehicle weight</p>
<p style="text-align: center;">Legal</p> <p>1.Legal fight over the methodology used to calculate PIS/COFINS tax on imports into Brazil</p>	<p style="text-align: center;">Environmental</p> <p>1.Operational performance likely to be affected by climate change</p> <p>2.New and tougher emission standards likely to increase the company's operating costs</p>

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