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FLSMIDTH & CO. A/S SWOT & PESTLE ANALYSIS

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Company Name : FLSmidth & Co. A/S

Company Sector : Mining and Cement

Operating Geography : Denmark, Europe, Global

About the Company :

Headquartered in Copenhagen, Denmark, FLSmidth & Co. A/S is a multinational engineering firm. In January, 1882, Frederik Laesse Smidth established the corporation in Copenhagen. It started as a consulting company with the primary goal of buying and building modest machinery for nearby craftsmen. Today it employs more than 10,000 people around the world and offers the global cement and mineral industries facilities, equipment, services, and expertise. It provides equipment, maintenance, and support services to cement manufacturing and mining processing facilities. In addition to the cement and mining industries, the company also provides services to other industries, including aggregates, chemicals, food and pharmaceuticals, oil and gas refining, pulp and paper, utilities, ports, steel, waste-to-energy, and water treatment. For important commodities including gold, coal, copper, iron ore, and cement, FLSmidth offers productivity-enhancing services. FLSmidth announced the completion date for the acquisition of TK Mining in August 2022, creating a major global provider of mining technologies and services.

FLSmidth's USP lies in its ability to deliver industry-leading engineering, equipment, and service solutions while fostering sustainable productivity in the worldwide mining and cement industries. The mission statement of the company reads, "Sustainable productivity through innovation".

Revenue :

DKK 17,581 million - FY ending 31st December 2021 (y-o-y growth 7%)

DKK 16,441 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for FLSmidth & Co. A/S is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diverse global network across 150 countries 2.Market-leading supplier of engineering, equipment, and service solutions 3.Increase in y-o-y order intake by 4% and total revenue by 7% 4.Increase in total EBITA margin by 34% from 2020 to 2021 5.Shown sustainable growth by acquiring efficient production strategies 	<ul style="list-style-type: none"> 1.Slow growth in revenue in cement sector as compared to mining sector 2.Poor management of water usage and waste disposal affecting the environment 3.Deteriorating reputation in the market due increase in number of accidents
Opportunities	Threats
<ul style="list-style-type: none"> 1.Global mining market is expected to grow over the coming years 2.Acceleration of carbonation technologies in the cement industry 	<ul style="list-style-type: none"> 1.They are subject to compliance related risks like corruption, human rights, competition laws etc. 2.Rise in risk of bankruptcies and losing investors due to decreasing net working capital ratio

PESTLE Analysis :

The PESTLE Analysis for FLSmidt & Co. A/S is given below:

Political	Economical
1.Russia-Ukraine war has affected energy prices in Denmark 2.Impact of winding down of Russia operations	1.Pandemic introduced a few opportunities for mining industry
Social	Technological
1.Urbanisation and industrialisation driving the need for infrastructure and standards of living 2.Actively support diversity and inclusion	1.Companies are shifting from increasing capacity to enhancing productivity through digitalization 2.Focusing on optimizing customers' operation through new digital solutions
Legal	Environmental
1.Companies in mining industry are subject to lawsuits for patent rights of tool, materials etc	1.Driving sustainable productivity while reducing plant footprints 2.Moulding strategies with aim of zero harm to environment 3.Minerals are driving the green transition

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