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## THE WEIR GROUP PLC SWOT & PESTLE ANALYSIS

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**Company Name :** The Weir Group plc

**Company Sector :** Engineering Solutions to Energy Sector

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

With its headquarters in Glasgow, Scotland, The Weir Group plc is an international engineering firm. Two brothers, George and James Weir, founded G. & J. Weir Ltd. in 1871 as an engineering firm. Minerals and ESCO are the two main divisions of the company. For abrasive high-wear applications utilized in the mining and oil sands industry, the Minerals section provides slurry handling equipment and related aftermarket service. For large mining machines, the ESCO section offers ground engagement tools (GET). Additionally, it offers designed GET solutions to the construction, dredging, and sand and aggregates sectors of the infrastructure market. In the mining and aggregates industries, it provides a variety of slurry transport and pumping solutions, mine dewatering systems, crushing and grinding equipment, wear lining solutions, mill lining systems, and tailings and pipeline solutions. Warman, Geho, Enduron, Linatex, Cavex, Trio, and FusionCast are just a few of the brands under which the company sells its goods. In September, 2022, Weir Minerals announced that it has doubled production capacity at its rubber manufacturing facility in Batu Caves, Malaysia and has invested in future growth and innovation.

Weir Group plc's USP is that it is an industry leader offering reliable technology and services to the mining, infrastructure, and oil and gas industries in around 50 countries. The mission statement of the Wier Group reads, “enable the sustainable and efficient delivery of the natural resources essential to create a better future for the world”.

**Revenue :**

£1,934 million - FY ending 31st December 2021 (y-o-y decline 2%)

£1,965 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for The Weir Group plc is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Use of industry leading energy efficient technologies.</li> <li>2. The group's portfolio boasts of several market leading brands in mining operations.</li> <li>3. Combining Artificial Intelligence to deliver digitized offerings in mining.</li> <li>4. Significant progress with integrated solutions strategy.</li> <li>5. Partnerships with other industry leading firms across segments.</li> <li>6. Significant improvement in all financial KPIs after substandard results previous year.</li> </ol>	<ol style="list-style-type: none"> <li>1. Loss from closure of Russian business</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Strong revival in demand for commodities.</li> <li>2. Rising need for investment in mining technologies due to depleting resources to boost the group's sales.</li> </ol>	<ol style="list-style-type: none"> <li>1. Threat of climate change to the group's business.</li> <li>2. Increasing emergence of low-cost competitors.</li> <li>3. The group was recently hit by a major ransomware attack.</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for The Weir Group plc is given below:

Political	Economical
1.Complete suspension of the group's operations in Russia. 2.Political turmoil in Europe as a result of Ukraine conflict.	1.Spike in demand for coal amidst sanctions on Russia. 2.Interest rate hikes by the European Central Bank. 3.Supportive and sustained commodity prices to drive mining investments
Social	Technological
1.Disruptive effects of Covid-19 and possible future pandemics 2.Global urbanization trends will drive demand for resources	1.The rising need to invest more in mining technologies for expanding capacity 2.Leveraging artificial intelligence (AI) technology to deliver a fully digitised mining offering
Legal	Environmental
1.The mining industry is subject to a series legal and regulatory guideline which are only becoming more stringent with time.	1.Strong commitments towards carbon footprints reduction 2.Innovations to address concerns over massive environmental footprint of the mining sector

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