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PRYSMIAN S.P.A. SWOT & PESTLE ANALYSIS

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Company Name : Prysmian S.p.A.

Company Sector : Electrical Equipment

Operating Geography : Italy, Europe, Global

About the Company :

Headquartered in Milan, Prysmian S.p.A. is an Italian company which deals in the production of electrical cable for use in energy and telecom sectors and also for the use in optical fibres. It also deals in submarine cables for the transmission and distribution of electricity as well as in specialized cables for the use in various industries and medium- to low voltage cables for construction and infrastructure. For telecoms the Prysmian Group produces copper cables, optical fibre and optical cables for the transmission of video, sound and data. On customer's request Prysmian designs and produces key systems and takes care of post- installation maintenance. Prysmian Group has developed innovations like FlexRibbon, BendBrightXS and P-laser technology which uses 100% recycled materials and cuts down carbon emissions by 40%. In 2022 Prysmian Group has planned to achieve net- zero carbon footprint and improve the sustainability of its supply chain. As of early 2022, the number of employees employed in Prysmian Group are more than 29,000 people spanning over 50 countries, 108 plants, 25 research and development centres. Prysmian has won the prestigious Gold for Best New Product at Edison Awards in the same fiscal.

Prysmian Group mission statement is “We provide our customers with superior cable solutions based on state-of-the-art technology and consistent excellence in execution, ultimately delivering sustainable growth and profit.” Prysmian Group vision statement is “Energy and information help communities develop. That’s why it’s so important that they’re always available, and that they’re supplied effectively, efficiently and sustainably.” The USP or Unique Selling Point of Prysmian Group lies in being the world leader of energy and telecom cable systems by empowering customers to meet their energy and communications goals.

Revenue :

14,620 million - FY ending 31st Dec 2021 (y-o-y growth 19%)

12,290 million - FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Prysmian S.p.A. is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1. Operates in more than 50 countries worldwide 2. World leader in energy and telecoms cable systems 3. Great variety of products, services, technologies and expertise | <ul style="list-style-type: none"> 1. Risks arising from changes in the market environment, deregulation and privatization 2. Unpopularity and lack of presence of the group in the Indian and Chinese markets |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Secured two contracts for work on two American offshore wind farm projects, totaling around \$900 million 2. Accomplishment for Prysmian in the area of power grids for energy transition 3. Construction of undersea power cables that connect Europe and North Africa 4. Acquisition of Ravin Cables to make a place in the Indian market | <ul style="list-style-type: none"> 1. Sued in the UK for anti-competitive behaviour and violations 2. Harsh effect of covid pandemic on company's growth 3. Challenges faced by their HVDC extruded cables design |

PESTLE Analysis :

The PESTLE Analysis for Prysmian S.p.A. is given below:

| Political | Economical |
|--|--|
| 1.Metals shortage due to Ukraine conflict 2.EU imposed tariffs on Chinese optical cables 3.Joe Biden heads to a new Prysmian high-tech centre for renewable energy | 1.Prysmian overcomes supply limitations to increase quarterly profits by 35% |
| Social | Technological |
| 1. Frequent workers strike over pay disputes | 1.PRYSMIAN will provide the first interconnector between the UK and Germany. 2.Launch of Leonardo Da Vinci cable-laying vessel - the longest in the world |
| Legal | Environmental |
| 1.Involvement in lawsuits impact brand reputation 2.Patent infringement leads to confusion in customers | 1. |

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