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FEDERAL SIGNAL CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Federal Signal Corporation

Company Sector : Manufacturing

Operating Geography : United States, North America, Global

About the Company :

Headquartered in Oak Brook, Illinois; Federal Signal is one of the largest providers in the field of special safety and security products and solutions. They design and manufacture custom security products and solutions to not only municipal and industrial fields but also for commercial and government purposes like fire safety, intelligence gathering, etc. As of 2022, Federal Signal has 20 manufacturing units along with 30 customer support facilities spread across five countries, and employs more than 3,900 people. The company was founded in Chicago by the brothers John and James Gilchrist in partnership with John Goehst in 1901. It was initially called Federal Electric Company and they manufactured and sold signs lit by incandescent lamps. Currently the company operates under two group names, Federal Signal Environmental Solutions and Federal Signal Safety and Security Systems. While the former Group deals with the manufacturing of street sweeper machines, dump trucks and trailers, hydro excavators, etc., the latter group specializes in emergency sirens, alarm systems, emergency vehicle lighting, etc. Some of the companies that operate under the aegis of Federal Signal are Amerideck, Bucks Fabricating, Crysteel, Duraclass, FS Depot, etc.

The Unique Selling Point or USP of Federal Signal is that they have been working in the area of industrial security and safety products for more than 120 years. Their vision and mission is to provide solutions and services which aim to save both the people and the planet.

Revenue :

\$1,213.2 Million – FY ended 31st Dec, 2021 (YoY growth 6.7%)

\$1,130.8 Million – FY ended 31st Dec, 2020

SWOT Analysis :

The SWOT Analysis for Federal Signal Corporation is given below:

| Strengths | Weaknesses |
|--|---|
| <ol style="list-style-type: none"> 1.Diversified and strong product portfolio across different product categories 2.Equally strong streams of revenue from both Publicly-funded organisations and Industrial organisations 3.Very strong financial performance over the last two years 4.Federal Signal has a reported a record backlog of orders worth \$824 million as of September 30, 2022 5.Federal Signal is a market leader across different product categories domestically 6.Strong and disciplined growth through Mergers and Acquisitions | <ol style="list-style-type: none"> 1.Fortunes of the company are heavily dependent on US Economy 2.Most of the purchases the company makes is limited to North America |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Biden government's Infrastructure Bill provides for the spending of \$550 billion over 5 years on improving transportation, water, electric power and digital infrastructure 2.Increased acceptance and regulation of Safe Digging or Vacuum Excavation Technology 3.Covid Relief Stimulus will help increase the demand for equipment used to support essential services | <ol style="list-style-type: none"> 1.Federal Signal faces risk of cybercrime as it collects and stores sensitive information of stakeholders 2.Highly competitive market across all the product lines 3.Increasing threat of work stoppage due to labor relation matters |

PESTLE Analysis :

The PESTLE Analysis for Federal Signal Corporation is given below:

| | |
|---|--|
| <p style="text-align: center;">Political</p> <p>1.The US government passed a Bipartisan Infrastructure law to improve infrastructure, in November 2021</p> <p>2.The US federal government as well as the UN have tightened the noose around regulations to ensure ethical supply chain</p> | <p style="text-align: center;">Economical</p> <p>1.The US economy has shown signs of recovery and has expanded in the third quarter of this financial year</p> <p>2.The return of global economy to normalcy post Covid has increased the demand for raw material and has caused disruptions in supply chain</p> <p>3.The US dollar has improved and strengthened significantly in 2022</p> |
| <p style="text-align: center;">Social</p> <p>1.Post Covid, several administrations globally which includes municipalities in US have focused on strengthening their public hygiene infrastructure</p> | <p style="text-align: center;">Technological</p> <p>1.There is increase adaptation of IoT in infrastructure maintenance equipment</p> <p>2.Technological innovations in accordance with ESG regulations can make upgradation to existing products costly</p> |
| <p style="text-align: center;">Legal</p> <p>1.Biden Administration has been pushing for more employee-friendly laws which includes more paid leave, regulation of gig workers, etc</p> | <p style="text-align: center;">Environmental</p> <p>1.The manufacturing industry faces regular and heavy government regulations with regards to emissions and environment safety</p> |

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