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MAGNA INTERNATIONAL INC. SWOT & PESTLE ANALYSIS

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Company Name : Magna International Inc.

Company Sector : Automotive Ancillaries

Operating Geography : Canada, North America, Global

About the Company :

With its corporate headquarters in Ontario, Canada, Magna International Inc. produces vehicle parts for automakers. Frank Stronach established Multimatic Investments Ltd. in 1957. Stronach merged Multimatic Investments with Magna Electronics Corporation, a manufacturer of industrial, military, and aerospace components, and in 1969 he brought Multimatic Investments public. In 1973, Magna International was established. The business sells its goods to original equipment producers of automobiles and light trucks. It carries out the design, engineering, testing, and production of automotive systems, seating systems, closure systems, body and chassis systems, vision systems, electronic systems, exterior systems, powertrain systems, roof systems, hybrid and electric vehicles, and hybrid and electric vehicles/systems, as well as full vehicle engineering and contract manufacturing. Among the company's top clients are General Motors, BMW, Ford, Fiat Chrysler, and Daimler. The business operates through its manufacturing facilities, product development centers, engineers, and sales offices located throughout Asia, Europe, North America, and South America. Magna announced in October 2022, that it would spend more than US\$500 million to increase its operations at three distinct sites in Southeast Michigan. In addition to building new facilities in Shelby Township and Detroit, the corporation is expanding its St. Clair site. The company has over 158,000 employees globally as of early 2023.

Magna International's USP is that it is one of Canada's largest corporations and the largest auto parts producer in North America based on original equipment part sales. It has appeared continuously on the Fortune Global 500 list every year since 2001, for a span of 20 years. The mission statement of Magna International Inc. reads, "Creating a better world of mobility, responsibly".

Revenue :

US\$ 37,840 million - FY ending 31st December 2022 (y-o-y growth of 4%)

US\$ 36,242 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Magna International Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Third largest automotive parts supplier in the world and the largest in North America. 2.Deep product expertise in manufacturing both individual parts and complete vehicle engineering. 3.Technology-driven operational excellence in manufacturing. 4.Building highly innovative product functionality with the integration of newer technologies. 5.Global production network with 347 facilities across 28 countries. 6.Recent acquisitions and partnerships with major companies like LG to manufacture EV parts. 	<ol style="list-style-type: none"> 1.The majority of sales is dependent upon only six customers. 2.A decrease in the market share of vehicles or vehicle segments of customers may affect business.
Opportunities	Threats

- 1.The company is well-positioned to capture the growing EV vehicles segment.
- 2.Opportunity for growth in the ADAS segment as this market segment is witnessing growth.
- 3.Geographic expansion of operations into new countries.

- 1.Global semiconductor shortage is disrupting the production facilities of automotive makers.
- 2.Lockdowns due to rising COVID-19 cases can cause the shutdown of factory operations and affect demand.
- 3.The global supply chain crisis is majorly affecting the manufacturing industry.
- 4.Disruptions in the automobile sector by new OEMs may affect the existing business.
- 5.Rise in shipping costs and labor shortages can affect the business.



PESTLE Analysis :

The PESTLE Analysis for Magna International Inc. is given below:

Political	Economical
<ol style="list-style-type: none"> 1.The Ukraine- Russia war is having a major effect on the revenues of global businesses. 	<ol style="list-style-type: none"> 1.High inflation is causing a rise in commodity prices like steel, aluminum, etc. 2.Automakers are raising prices due to the supply chain crisis.
Social	Technological
<ol style="list-style-type: none"> 1.An increasing number of consumers prefer to buy their vehicles. 2.The adoption of EV vehicles among consumers is growing. 	<ol style="list-style-type: none"> 1.The use of robotic automation is on the rise in manufacturing industries. 2.Data Analytics is transforming the automotive industry. 3.IOT technologies are being used to create advanced and innovative solutions in the automotive industry.
Legal	Environmental

1.The European Union is creating an ambitious new regulatory framework for data and AI which will have major implications on connected vehicles.

2.Several changes are being made to anti-trust laws and motor safety regulations in the US.

1.Governments of major economies are seeking to reduce carbon emissions to meet the obligations of the Paris climate agreement.

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