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## MENSCH UND MASCHINE SOFTWARE SWOT & PESTLE ANALYSIS

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**Company Name :** Mensch Und Maschine Software

**Company Sector :** Software and Digitization Solutions

**Operating Geography :** Germany, Europe, Global

**About the Company :**

Mensch Und Maschine Software was founded in 1984 and is headquartered in Germany. It provides software solutions in the field of Computer Aided Manufacturing (CAM), Computer Aided Design (CAD), Building Information Management (BIM) and Product Data Management (PDM). This German based company focuses on construction and architecture, mechanical engineering, electrical engineering and plant construction, industrial design, data management, animation and entertainment and infrastructure management. It also provides related support services along with software development. The company is present in Austria, Switzerland, Italy, France, Germany, Poland, Spain, the United Kingdom, Romania, Brazil, Japan, the United States and Asia-Pacific region. It operates in two sections M+M Software and VAR Business. The VAR Business provides associated services and sells CAD Software to users. The M+M Software develops CAE/ CAD / CAM software. The company offers software solutions which are used in automotive and aerospace industry, medical technology, toy industry, jewelry manufacturing and engineering. As of early 2023 Mensch Und Maschine employs over 1,000 people.

The Mensch Und Maschine Software mission statement reads “To remain an attractive employer and to continue developing innovative, high- quality products that allow customers to complete challenging projects with high efficiency.” The Unique selling proposition or USP of Mensch Und Maschine Software lies in being a leading supplier of Computer Aided Manufacturing and Design (CAM/CAD), Product Data Management and Building Information Management Software.

**Revenue :**

266.16 million - FY ending 31st December 2021 (y-o-y growth 9.1%)

243.98 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Mensch Und Maschine Software is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong market position with 38 years of experience.</li> <li>2.Learning developer of solutions in CAD/CAM/CAE as well as PDM and BIM areas</li> <li>3.Strong global base with around 75 locations in 22 countries.</li> <li>4.Robust business model with two well balanced segments.</li> <li>5.Strategic shareholding in SOFiSTiK AG strengthening M+M's BIM software offerings</li> </ul>	<ul style="list-style-type: none"> <li>1.Huge dependence on Germany and Europe for sales.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.High potential in BIM market which company can leverage on.</li> <li>2.Increased focus on digitization to drive growth.</li> <li>3.Focus on market penetration to increase market share.</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependence on only few suppliers poses threat.</li> <li>2.Bad debt risks pose threat for the company.</li> <li>3.Fluctuations in foreign exchange rates can affect the company.</li> <li>4.Changes in market interest rates can impact the company.</li> <li>5.Highly competitive market poses threat for the company.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Mensch Und Maschine Software is given below:

Political	Economical
1.The conflict between Russia and Ukraine can affect the company in future.	1.Potential interest rates hike in Europe can affect the company. 2.Uncertainties in German economic growth due to Russian invasion of Ukraine.
Social	Technological
1.Growing importance of digitization post Covid19.	1. Leader in technological development with its software. 2. Working on providing end to end digital processes.
Legal	Environmental
1.Compliance with German commercial code and requirements of IFRS. 2.Subject to tax and litigation risks.	1.Contributing to reduce carbon footprints. 2.Working as a regenerative power producer to reduce emissions.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.  
The complete report for **Mensch Und Maschine Software** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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