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## DAIMLER SWOT & PESTLE ANALYSIS

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**Company Name :** Daimler

**Company Sector :** Automotive

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

**About the Company :**

Daimler is a German multinational automotive engineering company. It has its headquarters located in Stuttgart, Baden-Württemberg, Germany. The company was founded by Gottlieb Daimler and Carl Benz in 1886. The founders of Daimler are notable as they are the inventors of the automobile and the pioneers of automotive engineering. Daimler is one of the biggest developers and producers of premium cars as well as the world's biggest manufacturer of commercial vehicles like trucks and vans. The biggest segments of the company are Mercedes-Benz Cars, Mercedes-Benz Vans, Daimler Trucks, Daimler Buses and Daimler Financial Services. The Daimler Trucks family encompasses six strong brands: Mercedes-Benz Trucks, Freightliner Trucks, Western Star, FUSO Trucks, BharatBenz Trucks and Thomas Built Buses. We offer pioneering technologies and tailor-made products for various applications worldwide with a complete range of services. The company is thus able to provide financing, leasing, fleet management, insurance and innovative mobility services. The company has a global reach with production facilities in over 20 countries and over 8,500 sales centers spread out across the globe. In 2019, Daimler ranked #18 on the Fortune 500 top 100 companies list.

Gottlieb Daimler's slogan "Das Beste oder nichts" or "The Best or Nothing" is used by Mercedes Benz even today. Daimler's vision statement reads "At Daimler we are committed to excellence. To facilitate, enable and sustain this commitment, we want to create and live a culture of excellence. This culture is characterized by values the board of management discussed and agreed upon: Passion, Respect, Integrity and Discipline." Daimler's mission is "to shape the future of mobility in a safe and sustainable manner." Daimler has an employee strength of more than 298,000 people as per early 2020 records.

**Revenue :**

172,745 million – FY ending 31st December 2019 (y-o-y growth of +3%)

167,362 million – FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Daimler is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the world's most successful automotive companies</li> <li>2. High investment in research and development</li> <li>3. Innovation is a core value at Daimler</li> <li>4. Strong brand equity and value globally</li> <li>5. Focused sustainable solutions for individual mobility and future transportation</li> </ul>	<ul style="list-style-type: none"> <li>1. Investigation into process of certifying exhaust emissions</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Growth in hybrid and electric vehicles segment</li> <li>2. Higher market share in Asian region</li> <li>3. Promoting and developing autonomous driving cars through collaborations</li> <li>4. Autonomous trucks opening up a promising business model for freight and automobile companies</li> </ul>	<ul style="list-style-type: none"> <li>1. NAFTA restructuring under President Donald Trump administration</li> <li>2. Impact of Brexit on European automobile manufacturers and Daimler</li> <li>3. Impact of Covid-19 outbreak on sales and production</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Daimler is given below:

Political	Economical
1.Political uncertainty across Europe, Middle East and African (EMEA), and Latin American markets	1.Growth pressure in emerging markets 2.Volatile currency movements to impact bottom-line
Social	Technological
1.Consumer preference of environmentally friendly mobility solutions	1.Innovation in mobility with fuel-cell/battery powertrain 2.First automotive manufacturer to use innovative address system 3.Digital products and services becoming a central interface in automobiles
Legal	Environmental
1.Investigations and lawsuits regarding emission standards 2.Evolving and varying regulations regarding autonomous vehicles 3.Regulations such as access restrictions in cities expected to drive electrification of trucks and buses	1.Greenhouse gas emissions due to automobiles 2.Responsibility of combating climate change on commercial truck manufacturers 3.Working towards sustainable manufacturing operations

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