
S&P TEST

SWOT & PESTLE.com

LEONI AG SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Leoni AG

Company Sector : Automotive industry

Operating Geography : Germany, Europe, Global

About the Company :

Headquartered in Nuremberg, Germany, Leoni AG is a cable and harnessing manufacturing company with branches throughout the world. Founded in 1917, it is a global provider of products and solutions for data management and energy in the automotive sector and other industries. It is a member of the mid-cap MDAX index and is listed on the Frankfurt Stock Exchange. Leoni also supplies products and services to these markets: healthcare, transportation, data communication and networks, process industry, energy and infrastructure as well as factory automation. Leoni AG operates in Europe, Asia and United States. Leoni AG has honored its top suppliers with the Supplier Award 2022 and even received the JLR Supplier Excellence Award in the same year (2022). As of early 2023 the number of employees employed with Leoni Ag is around 100,000 employees in 28 countries.

The vision statement of Leoni AG reads “Passion for intelligent energy and data solutions.” The USP or Unique Selling Point of Leoni AG lies in being the global leader and supplier of cable systems. The energy and data are the two areas in which Leoni operates with great expertise being a great support system to its customers.

Revenue :

5.10 million - FY ending 31st Dec 2022

5.20 million - FY ending 31st Dec 2021

4.13 million - FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Leoni AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Guaranteed high standard quality 2. Strong geographic network across the world. 3. Research and development resources and dedication towards innovation 4. Customer satisfaction is a key to their success 	<ul style="list-style-type: none"> 1. Negative free cash flow from continuing operations 2. High short term and long-term financial debt
Opportunities	Threats
<ul style="list-style-type: none"> 1. Sustainability programme for climate neutrality 2. Expanding operations outside China and Ukraine 3. Fundamental agreement with syndicate bank to take care of company's finance till 2025. 4. Sale of Business Group Automotive Cable Solutions (BG AM) to Stark Corporation Public Company Limited 	<ul style="list-style-type: none"> 1. Rising costs of raw material and logistics lead to rise in price which affected the customers. 2. Rising and recent sharp fluctuations in price of copper

PESTLE Analysis :

The PESTLE Analysis for Leoni AG is given below:

<p style="text-align: center;">Political</p> <p>1.The war between Ukraine and Russia will disrupt supply, production and sales.</p>	<p style="text-align: center;">Economical</p> <p>1.High price of copper will lead to rise in price 2.Impact of COVID-19 pandemic on economy and collection of raw material 3.High inflation in USA and Europe</p>
<p style="text-align: center;">Social</p> <p>1. Reduced call offs from customer affected the sales 2. Passenger cars and light vehicles preferred by consumers</p>	<p style="text-align: center;">Technological</p> <p>1.Enhancement in technology through continuous innovations</p>
<p style="text-align: center;">Legal</p> <p>1. Compliance with German Public Companies Act. 2. Threatening liquidity risk of section 322(2) sentence 3 of the German Commercial Code (HGB).</p>	<p style="text-align: center;">Environmental</p> <p>1.</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Leoni AG** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com