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LEONI AG SWOT & PESTLE ANALYSIS

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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:

Political	Economical
1.The war between Ukraine and Russia will disrupt supply, production and sales.	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
Social	Technological
1. Reduced call offs from customer affected the sales 2. Passenger cars and light vehicles preferred by consumers	1.Enhancement in technology through continuous innovations
Legal	Environmental
1. Compliance with German Public Companies Act. 2. Threatening liquidity risk of section 322(2) sentence 3 of the German Commercial Code (HGB).	1.

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Client Support:
support@swotandpestle.com