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BLUE STAR LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Blue Star Limited

Company Sector : Consumer Durables

Operating Geography : India, Asia, Global

About the Company :

Headquartered in Mumbai, India, Blue Star Limited is an Indian multinational home appliances company. Founded in 1943, it deals in air conditioners, refrigerators, air coolers, cold storage, microwaves, washing machines, water dispensers and air purifiers. It fulfills the cooling requirements of a large number of commercial, corporate as well as residential customers and provides expertise in contracting activities such as plumbing, electrical and fire- fighting services. Blue Star has four manufacturing plants located in Kala Amb, Dadra, Wada and Ahmedabad and is expanded in 18 countries in the Middle East, SAARC, Africa and ASEAN regions. It has three Joint Ventures in Malaysia, Oman, Qatar and the company's subsidiary in India is called Blue Star Engineering & Electronics Ltd. As of early 2023, the number of employees employed with Blue Star Limited are approximately 2700 people with a network of 30 offices. The awards and accolades received by Blue Star Ltd are The Best Governed Company Award, Golden Peacock Award, Platinum Award for Design Excellence, Best Service Business Award and the Consumer Award.

Blue Star Limited mission statement is "To deliver quality electrical contracting services to our clients both efficiently and effectively in a safe and environmentally sound manner encouraging repeat business and sustained profitable growth." Blue Star vision statement is "To dream, to strive, to care and above all to be the best in everything we do." The Unique Selling Proposition or USP of Blue Star Limited lies in being India's leading air conditioner and commercial refrigeration company by providing high standards of services to customers and wider community.

Revenue :

INR 6,045.58 Crores - FY ending 31st March 2022

INR 4,263.59 Crores - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Blue Star Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Focused R&D and innovation at Blue Star driving growth 2.Extensive distribution network and gold standard service 3.India's largest central air-conditioning company with a widespread network 4.Steady increase in PBDIT margin in the last 5 fiscal years 5.Diversified revenue streams with major share from electro-mechanical projects and services (EMP) and unitary product (UP) segments 6.1 out of every 3 commercial buildings in India has a Blue Star product installed in it. 7.Huge manufacturing footprint alongside staying laser focused on energy-efficiency, carbon-neutrality and sustainability 	<ul style="list-style-type: none"> 1.Inefficiency in converting sales into actual profit
Opportunities	Threats

1.Residential sector of the market is relatively unexplored with opportunities for growth. 2.Growing market for energy efficiency products through release of products with high Energy Efficiency Ratio 3.With global warming and soaring temperatures, demand for AC's and refrigerators has been growing	1.Very competitive industry with several big players 2.Increasing costs of raw materials could lead to reduction in EBIDTA
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PESTLE Analysis :

The PESTLE Analysis for Blue Star Limited is given below:

Political	Economical
1.Import ban on AC in India can lead to increase in sales 2.The ever-changing rules related to the environmental standards by the government related to the air conditioning and refrigeration market. 3.PLI scheme has reduced the cost of manufacturing an AC in India by 8-10%.	1.Rise in prices of raw materials and freight charges may lead to increase in prices. 2.Rise in Brent crude oil price to more than 100\$ can make productions costlier
Social	Technological
1.Residential segments are highly demanding towards home appliances 2.Urbanization driving rise in construction activities coupled with extreme ambient weather conditions	1.Popularity of products with virus detection technology 2.Artificial intelligence and data analytics increase visibility
Legal	Environmental

1.Blue star was subject to a law suit by its own employees 2.Has been subjected to law suits by government of India in the past	1.Concerns about effect of Air Conditioning and refrigeration on the environment.
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