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AEROJET ROCKETDYNE SWOT & PESTLE ANALYSIS

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Company Name : Aerojet Rocketdyne

Company Sector : Aerospace and Defense

Operating Geography : United States, North America, Global

About the Company :

Aerojet Rocketdyne is an American aerospace and defense company that provides propulsion systems, warheads, and missile defense systems to both the government and commercial markets. The company was formed in 2013 when Rocketdyne was acquired by Aerojet. Aerojet Rocketdyne has a long history in the aerospace industry, dating back to 1942 when Aerojet Engineering Corporation was founded in California. Since then, the company has played a key role in the development of numerous space and defense programs, including the Apollo program, the Space Shuttle program, and the Mars rover missions. Today, Aerojet Rocketdyne is focused on developing advanced propulsion systems for a range of applications, including space exploration, missile defense, and hypersonic flight. The company also provides engineering, manufacturing, and test services for its products, and has facilities in several locations across the United States. As of early 2023, the company employed over 5,200 people. The company won Manufacturing Leadership Award in the "Engineering and Production Technology Leadership" category from the National Association of Manufacturers.

The USP of Aerojet Rocketdyne lies in its experience and technology having been contributed to the success of many missions, including NASA's Mars missions and the International Space Station, among others. Its mission statement reads, "To provide a full range of propulsion and power systems for launch vehicles, satellites and other space vehicles; strategic missiles; missile defense; and tactical systems and armaments."

Revenue :

US\$2,237.6 million – FY ended 31st December 2022 (YoY growth 2.3%)

US\$2,188.0 million – FY ended 31st December 2021

SWOT Analysis :

The SWOT Analysis for Aerojet Rocketdyne is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Diversified product portfolio 2.Strong customer base 3.Invested heavily to increase its manufacturing ability 4.Nurtures high level of customer-funded R&D expenditures 5.Acquisition by L3Harris will provide the company more resources and financial strength 	<ol style="list-style-type: none"> 1.Highly dependent on U.S. government for its business 2.Surmounting debt levels 3.Dependent on sole-source or qualified suppliers for some of the raw materials and supply
Opportunities	Threats
<ol style="list-style-type: none"> 1.There is growing demand for space exploration and tourism 2.Capacity expansion through new facilities 	<ol style="list-style-type: none"> 1.Changes in government policy and budget cuts can impact Aerojet Rocketdyne's revenue and profitability 2.Modern design tools and manufacturing techniques have lowered barriers to entry in the industry 3.Supply chain disruption leading to difficulties in delivering rocket motors

PESTLE Analysis :

The PESTLE Analysis for Aerojet Rocketdyne is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.The US government has continuously increased the defense budget 2.The US Department of Defense tightens oversight over the defense and aerospace industry mergers 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Fiscal 2022 was Wall Street's worst year since 2008 hurting companies' stocks significantly 2.The aerospace & defense market is expected to grow at a CAGR of 5.9% in the next five years
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Post Covid-19 it has become extremely difficult for companies to find and retain talent 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Increase in the risk of cyber-attacks on the US aerospace and defense industry 2.Leveraging 3D printing in aerospace & defense industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.The US government possesses the ability to unilaterally modify or terminate a contract 2.Current US legislation has removed the option of deduction for research and experimental expenses 3.Involvement in lawsuits dent brand image 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Demand for new propulsion technologies such as electric, hydrogen, and hybrid has increased to advance decarbonisation

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Client Support:
support@swotandpestle.com