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ABB SWOT & PESTLE ANALYSIS

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Company Name : ABB

Company Sector : Engineering and Capital Goods

Operating Geography : Europe, Switzerland, Global

About the Company : ABB is the pioneer in electrical products, robotics and motion, industrial automation and power grids, with customers in utilities, industry and transport & infrastructure in more than 100 countries with 132,000 employees as of 2017. ABB has four market-leading divisions: Robotics and Motion, Electrification Products, Power Grids and Industrial Automation. The company is headquartered in Zurich, Switzerland.

Revenue :\$33,828 Million (31 Dec 2016)

SWOT Analysis :

The SWOT Analysis for ABB is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Global footprint 2.Long-term contracts 3.Diverse product portfolio | <ul style="list-style-type: none"> 1.Involvement in anti-competitive practices |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Growth potential in renewables 2.Software differentiated services | <ul style="list-style-type: none"> 1.Potential legal hassles 2.Geopolitical uncertainties 3.Forex variations |

PESTLE Analysis :

The PESTLE Analysis for ABB is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <p>1.Influencing public policy priorities through lobbying and government relations</p> <p>2.Political developments leading to economic uncertainty</p> | <p style="text-align: center;">Economical</p> <p>1.Strong GDP in emerging markets to boost smart-city projects</p> <p>2.Adverse currency movements</p> |
| <p style="text-align: center;">Social</p> <p>1.Acceptance of automation and digital technologies</p> | <p style="text-align: center;">Technological</p> <p>1.Leadership in innovative technologies</p> |
| <p style="text-align: center;">Legal</p> <p>1.Strong regulatory and business compliance program</p> | <p style="text-align: center;">Environmental</p> <p>1.Tighter climate and environmental regulations</p> |

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