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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
1.Global footprint 2.Long-term contracts 3.Diverse product portfolio	1.Involvement in anti-competitive practices
Opportunities	Threats
1.Growth potential in renewables 2.Software differentiated services	1.Potential legal hassles 2.Geopolitical uncertainties 3.Forex variations

PESTLE Analysis :

The PESTLE Analysis for ABB is given below:

Political	Economical
1.Influencing public policy priorities through lobbying and government relations 2.Political developments leading to economic uncertainty	1.Strong GDP in emerging markets to boost smart-city projects 2.Adverse currency movements
Social	Technological
1.Acceptance of automation and digital technologies	1.Leadership in innovative technologies
Legal	Environmental
1.Strong regulatory and business compliance program	1.Tighter climate and environmental regulations

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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.

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