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TRIGANO SA SWOT & PESTLE ANALYSIS

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Company Name : Trigano SA

Company Sector : Recreational Automobiles

Operating Geography : France, Europe, Global

About the Company :

Trigano SA is a French firm that designs, manufactures, and sells recreational vehicles and equipment. It was established in 1935 and is headquartered in Paris, France. Leisure vehicles are sold under names such as Arca, Autostar, and Challenger, and include motor caravans, camping cars, and mobile homes, as well as accessories and replacement parts. The company is divided into two divisions: Leisure Vehicles and Leisure Equipment. It sells its products through dealer networks and distributors, as well as through Triganostore.com, its online sales site. As of 2023, they have 5 factories in Italy (3 in Tuscany, 1 in Umbria, and 1 in Abruzzo), with 1600 employees, producing 6 brands of motorhome and campervan, distributing 1 brand of accessories, and acting as exclusive Italian agents and distributors for the Group's other brands.

Trigano SA's USP is its enthusiasm in the design of their RVs and campervans, which allows clients to be global citizens through the places they visit and the experiences they live. Trigano's mission statement reads "your best partners for discovering the world while feeling at home wherever you go, in total comfort and safety."

Revenue :

3177.2 million - FY ending 31st August 2022 (y-o-y growth 8.3%)

2933.6 million - FY ending 31st August 2021

SWOT Analysis :

The SWOT Analysis for Trigano SA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Offers a wide range of recreational vehicles, including motorhomes, caravans, trailers, and camping equipment. 2.Leading manufacturers of recreational vehicles in Europe. 3.Well diversified product portfolio with 60+ high value brands. 4.80+ years of experience in designing new and innovative solutions for the leisure and holiday home industry. 5.Strategic acquisitions and mergers helped entry to many foreign markets. 	<ul style="list-style-type: none"> 1.During economic downturns, demand for recreational vehicles decline, affecting Trigano SA's sales and profitability. 2.Disruption in supply chain can adversely affect Trigano as it relies on 1100+ suppliers for sourcing various components and materials required for manufacturing its products.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand for recreational vehicles driven by increasing consumer interest in outdoor activities, travel, and camping. 2.Growing demand for environment-friendly and sustainable vehicles. 	<ul style="list-style-type: none"> 1.Competition from both domestic and international manufacturers. 2.Changes in regulations related to emissions standards, safety requirements, and environmental regulations can pose challenges for Trigano SA.

PESTLE Analysis :

The PESTLE Analysis for Trigano SA is given below:

Political	Economical
1.Russia-Ukraine war's adverse impact on demand for leisure cars and their supply chain	1.A recession or any negative factor causing heightened tension, like inflation or diminished purchasing power among retirees, adversely affect Trigano's operations
Social	Technological
1.Growing demand for recreational vehicles post pandemic 2.The ageing population is a positive trend for Trigano, as retirees are more likely to own and use recreational vehicles. 3.Rise in consumers' demand for outdoor activities, travel, and camping positively impacts Trigano	1.Embracing innovation and R&D to meet evolving customer expectations
Legal	Environmental
1.The company is subject to a number of regulatory and legal risks. 2.Compliance with product safety regulations and industry standards to ensure the safety of its customers. 3.Trigano is subject to various regulations governing the manufacturing, safety, emissions, and roadworthiness of recreational vehicles.	1.Compliance with emissions standards, sustainability practices, and eco-friendly manufacturing processes is essential for meeting customer expectations and regulatory requirements. 2.Trigano's operations and sales can be affected by climate change-related factors.

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