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SIEMENS AG SWOT & PESTLE ANALYSIS

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Company Name : Siemens AG

Company Sector : Engineering and Capital Goods, Diversified

Operating Geography : Europe, Germany, Global

About the Company :

Siemens is a multinational German conglomerate with business interests primarily in electronics, industrial equipment, healthcare, infrastructure and energy. The company headquarters are located in Munich, Bavaria, Germany. It was established in Berlin in 1847 under the name of Siemens & Halske. The company initially only dealt in the installation of telegraphic systems. The company is distinguished for being one of Europe's largest industrial manufacturing companies. The main segment for the company is its industrial automation division. This is followed by its healthcare segment. The company is also well known for developing energy efficient and resource saving technologies. Siemens has the following reportable segments: Digital Industries, Smart Infrastructure, Mobility and Siemens Healthineers, which together form its "Industrial Business" and Siemens Financial Services (SFS), which supports the activities of its industrial businesses. The company has a presence in more than 190 countries around the world. It employs more than 311,000 people globally as of early 2023.

Siemens USP lies in being the largest industrial manufacturing company in Europe with branch offices abroad. Siemens mission statement reads, "We make real what matters."

Revenue :

71.97 billion - FY ending 30 September 2022

62.26 billion - FY ending 30 September 2021

SWOT Analysis :

The SWOT Analysis for Siemens AG is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Number one globally in industrial digitization, automation and electrification. 2.Consistent shareholder returns and strong ownership culture 3.Dedicated unit 'next47', for innovation and development of next-gen technologies 4.Siemens GBS is among top 20 business service providers worldwide 5.Diversified portfolio of end-to-end business services 	<ol style="list-style-type: none"> 1.Reliance on third party vendors 2.Faulty components at the wind turbine fleet of Siemens Gamesa unit
Opportunities	Threats
<ol style="list-style-type: none"> 1.Siemens can strengthen leadership in digitization by combining software, platforms & services 2.Digitization, a huge market with new opportunities and fast growth 3.Increase in Smart City projects globally to spur demand of next-gen technology which can drive Siemens' growth 4.Significant growth opportunities in India 5.Strategic acquisition to facilitate growth 6.Sustainability-related business used as the largest lever for decarbonization and climate protection 	<ol style="list-style-type: none"> 1.Threats from major competitors in the US market 2.Terrorist attacks in Europe and instability in Middle East increase geo-political risks which may dampen investment climate 3.Fast paced changes in regulations and compliance measures in industries like healthcare, energy and cloud computing can impact Siemens businesses

PESTLE Analysis :

The PESTLE Analysis for Siemens AG is given below:

Political	Economical
1.Terrorism and civil unrest and political uncertainty across Europe, Middle East and African (EMEA) markets 2.Impact of Russia-Ukraine war on the economy and business	1.Growth in smart city projects globally is huge potential for Siemens as it has expertise across domains 2.Rise in inflationary pressure amidst energy crisis
Social	Technological
1.Siemens' Europeans@Siemens program enables students from select countries to participate in work-study programs 2.Urbanization and demographic change drive a need for smarter and more human-centric buildings	1.Dedicated unit 'next47', for innovation and development of next-gen tech with Euro 1 billion budget for five years will drive growth 2.Artificial intelligence for the next generation of shared service organization 3.Next Gen P2P automation platform
Legal	Environmental
1.Lawsuits faced by Siemens can significantly affect profitability	1.New alliance forged to accelerate net-zero ambitions

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