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## LEGO A/S SWOT & PESTLE ANALYSIS

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**Company Name :** Lego A/S

**Company Sector :** Toys

**Operating Geography :** Europe, Denmark, Global

**About the Company :** Lego A/S (The Lego Group) is a Danish company, best known for the production of Lego-brand toys which consist of interlocking plastic bricks. Established in 1932, the company is headquartered in Billund, Denmark and has more than 19,000 employees as of 2017. The name Lego comes from “leg godt”, meaning “play well”. Lego sets are basically toys that can be constructed, with interlocking bricks of various sizes, shapes colors, according to the design and pattern provided with the set. The company surpassed Mattel to become the world’s largest toy company and market leader, by revenue in 2015. The company also has set up Lego branded six amusement parks globally, known as Legoland and has supporting movies, competitions and games. Lego’s corporate strategy has helped Lego group holds its position since last year as the second most highly regarded company in the world, amongst the "2018 - Most Reputable Companies", in terms of corporate reputation.

Lego’s mission statement states “Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future - experiencing the endless human possibility.” Lego’s vision is to “Inspire and develop the builders of tomorrow. Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future - experiencing the endless human possibility”. The USP or Unique selling proposition of Lego company is to sell construction toys, with intrinsic detailing of each brick. The toy out of Lego set can be dismantled and re-constructed infinite times, with thousands of permutation and combination options available, this helps their targeted audience (age group of 3-15 years children) develop the ability of being creative and thinking out of the box.

**Revenue :**

DKK 35.0 billion - FY ending December 31st, 2017 (y-o-y growth, – 8%)

DKK 37.9 billion - FY ending December 31st, 2016

**SWOT Analysis :**

The SWOT Analysis for Lego A/S is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand name and reputation</li> <li>2.Investments in capacity expansion and digital developments emerging as strong growth drivers</li> <li>3.Emphasis on quality and safety</li> <li>4.Strong financials with sustainable growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Negative impact of Lego's operations on the environment</li> <li>2.Premium pricing with respect to other players in the market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expanding global presence in emerging markets such as China and India</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition from other toys and online gaming segments</li> <li>2.Threat from counterfeits and cheap imitations</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Lego A/S is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Maintaining political neutrality a core value of Lego</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Foreign currency fluctuations pose a major risk for Lego</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.The Lego Foundation encouraging learning through play, thus empowering children 2.Dynamic social culture influencing kids away from traditional toys</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digital transformation to be a game changer for the toy industry 2.Significant investments in R&amp;D for sustainable materials</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Poor copyright laws in many geographies 2.Lego's involvement in various lawsuits against cheap imitations</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Lego on track to achieve goal to be based 100% on renewable energy by 2020 2.First toy company to be a signatory to United Nations Global Compact 3. Lego's Colorful Plastic Building Blocks are Going Green and Sustainable</p>

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