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## SKANSKA SWOT & PESTLE ANALYSIS

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**Company Name :** Skanska

**Company Sector :** Construction

**Operating Geography :** Sweden, Europe

**About the Company :** Skanska AB is a Swedish multinational project development and construction company founded in 1887. The company has been managing projects and contracts outside Sweden since 1897. Skanska is the first company in the construction industry to obtain the ISO 14000 environmental certification. The company handles projects in infrastructure, residential property, commercial property and through public-private partnership. Skanska is headquartered in Stockholm, Sweden. It has around 41000 employees and is in operation in more than 11 countries in North America, Nordic region and Europe as of 2016.

**Revenue :** SEK 151 billion – FY ending Dec 2016

**SWOT Analysis :**

The SWOT Analysis for Skanska is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Effective synergies amongst business units and internally amongst divisions</li> <li>2. Supplier Code for taking ethical decision</li> <li>3. Strong order book</li> <li>4. Reputed globally for Green construction</li> <li>5. R&amp;D Focus and good information systems</li> <li>6. Employees ownership programme (SEOP)</li> </ul>	<ul style="list-style-type: none"> <li>1. Failure to establish itself in developing markets</li> <li>2. Struggling to improve its operating margin</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Growth in construction industry in USA and UK</li> <li>2. Increasing urbanization and favorable demographics</li> </ul>	<ul style="list-style-type: none"> <li>1. Uncertainty in UK market due to Brexit and in USA due to Donald Trump</li> <li>2. Intense competition in USA market</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Skanska is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Anti-immigration policies of Trump administration 2.Brexit</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Increased infrastructure investments by UK and USA government</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Increasing Urbanization</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Integrated Information Systems</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Stringent Laws and regulation for the industry.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Leader in Green construction and in operations.</p>

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