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THALES GROUP SWOT & PESTLE ANALYSIS

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Company Name : Thales Group

Company Sector : Aerospace and Defense, Aviation

Operating Geography : France, Europe, Global

About the Company :

Thales Group is a multinational French company that designs and delivers high technology solutions in the key areas of aerospace, space, ground transportation, defense and security. It is headquartered in La Defense, Paris with 65,118 employees as of 2017 and has a presence in 56 countries. Thales is a key player which provides world class technology to keep the public safe and secure, protecting national interests of nations around the globe. Higher defense spending and strong order book has helped to offset slower telecom growth for Thales sending its shares to record highs in 2018. The company is set to exceed its medium-term targets it set itself in 2014, boding well for the Thales stock.

Thales group's 5 key business segments are:

- Aerospace- The aerospace sector of Thales provides electronics for both on and off board for air traffic control and management.
- Space- Thales Alenia space offers equipment, satellites, payloads, system and services for space programs.
- Ground transportation- Offers service like supervising and controlling of rail transport networks.
- Defense- Provides safe communication(radio) and information systems along with logistics support.
- Security- Provides Protection systems, critical information systems and cybersecurity.

Thales group's mission statement reads "Help customers to manage ever more complex environments to make decisions efficiently and quickly at every decisive moment." Thales group's vision statement reads "The purpose of Ambition 10, the ten-year strategic plan launched in 2013, is to grow the business and build a more profitable, more international Group. Ambition Boost, the performance programme developed by operating units for operating units, enables Thales to achieve the objectives set out in Ambition 10 and provides a common roadmap to support employee engagement on a day-to-day basis."

Thales' USP or unique selling proposition lies in it being the only company globally to offer all end to end air transport solutions under one roof.

Revenue :

15.8 billion- FY ending 31st Dec 2017 (y-o-y growth of 7.2%)

14.88 billion- FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Thales Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.R&D Focus on Technology and Innovation 2.Global Brand Recognition 3.Personnel Skill Development 4.Strong Financial Performance 5.International Value Chain 	<ol style="list-style-type: none"> 1.Dependency on govt. policies 2.Cost to customers
Opportunities	Threats
<ol style="list-style-type: none"> 1.Emerging and new markets 2.Futuristic Technology 3.Industry growth rate 4Entering New Sectors 	<ol style="list-style-type: none"> 1.Falling order intake in mature market. 2.Corruption Charges

PESTLE Analysis :

The PESTLE Analysis for Thales Group is given below:

Political	Economical
1.Geo-Political Tensions 2.Growing populist sentiments	1.Defense Budgets 2.Brexit and Currency Volatility
Social	Technological
1.Growing urbanisation and smarter cities 2.Aviation Demand in emerging markets 3.New Work Force	1.Innovation for Differentiation Advantage 2.Development in cross-over technologies
Legal	Environmental
1.Revised Quality Management regulations 2.Intellectual Property rights	1.Shift toward renewable energy sources 2.Innovative solutions to fight climate change

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