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PACCAR SWOT & PESTLE ANALYSIS

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Company Name : Paccar

Company Sector : Automobile, Commercial Vehicles and Financial services Information technology

Operating Geography : North America, Global

About the Company : Paccar is the leading global technology conglomerate that is into the design, manufacture and customer support of all the types of commercial vehicles sold globally under the Kenworth, Peterbilt, and DAF nameplates. The Company also designs and produces diesel engines and other powertrain components for manufacturing its own products and for selling it to third party manufacturers of trucks and buses. Through a globalized network of Parts Distribution Centers, Paccar distributes vehicle parts to its dealers which is facilitated through its finance and leasing subsidiaries. The Company also produces and sells industrial winches under the Braden, Carco and Gearmatic brands.

Paccar was incorporated in Delaware in 1971 and is the successor to Pacific Car and Foundry Company which was incorporated in Washington in 1924. The Company maintains prodigious standards of quality for all of its products as part of its proven business strategy. They are supremely designed, highly tailored for specific applications and sold in premium markets, where there is a demand for olympian performance and pride of ownership. PACCAR Global sells the company's products in more than 100 countries and has more than 25000 employees as of 2017. PACCAR's spectacular credit ratings of A+/A1 patronized PACCAR Financial Services' new loans and leases of \$4.33 billion. Stockholders' equity was a record \$8.05 billion. Riding on the strong financial performance in 2017, after-tax return on beginning stockholders' equity (ROE) was an impressive 24.7%. Paccar's USP or unique selling point lies in being a leading technology company specializing in design and production of heavy duty commercial vehicles, parts and winches.

Revenue :

\$19,456.4 million – FY ending 31st Dec 2017 (y-o-y growth 14.23%)

\$17,033.3 million – FY ending 31stDec 2016

SWOT Analysis :

The SWOT Analysis for Paccar is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Geographically diversified business 2.Renowned Brand name 3.Innovative in IT that meets ever-changing market needs 4.Extensive dealer network and skilled workforce. 	<ol style="list-style-type: none"> 1.High debt level and increase in tax rate 2.Effect of recession and decline in revenue
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growing demand in developing countries 2.New product and services 3.Expansion and mergers and acquisition: 	<ol style="list-style-type: none"> 1. Increasing cost and fuel price 2. Technological problem 3. Cyclic nature of industry 4. Increasing competition

PESTLE Analysis :

The PESTLE Analysis for Paccar is given below:

Political	Economical
1.Trump Presidency can affect auto Industry	1.Threats from Chinese low cost market 2.Cost of diesel and market fluctuation
Social	Technological
1.Safety ratings and low maintenance cost	1. Gaining momentum of Alternative fuel HD trucks. 2.Implementation of Electronic Log Device (ELD) mandate.
Legal	Environmental
1.Change in tax laws and government regulations	1.Increasing concern for environment, energy and resource 2.Investing in Sustainable Operations and reducing greenhouse emission

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