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# S&P TEST

SWOT & PESTLE.com

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## VESTAS SWOT & PESTLE ANALYSIS

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**Company Name :** Vestas

**Company Sector :** Energy

**Operating Geography :** Denmark, Europe

**About the Company :** Vestas Wind Systems, or simply Vestas, is a Danish publicly traded, global energy company, dedicated exclusively to wind energy, found in 1945 by Peder Hansen as a household appliance company, before moving to wind turbines in the year 1979. It is involved in the selling, manufacturing, installing and servicing of wind turbines and is the largest wind turbine company in the world. As of 2016, it has installed 59909 wind turbines, in 76 countries around the world, with a total installation capacity of 82 Giga Watts, generating more than 205 Million MWh of electricity per year.

**Revenue :**10237 million EUR – 2016

**SWOT Analysis :**

The SWOT Analysis for Vestas is given below:

Strengths	Weaknesses
1.Strong Global Presence 2.Shift in Power Industry towards Sustainable Sources 3.Strong Technological Foundation	1.Small Market Share in High Potential Markets 2.High Dependence on US Market
Opportunities	Threats
1.Potential in Offshore Wind Market 2.Supportive Policies of Renewable Energy	1.Increasing Competition 2.Rising Bargaining Power of Customers

**PESTLE Analysis :**

The PESTLE Analysis for Vestas is given below:

<b>Political</b>	<b>Economical</b>
1. Conducive Tax Policies 2. Promotion of Renewable Energy	1. Rising Demand Driving Prices Up 2. High Research & Development Cost
<b>Social</b>	<b>Technological</b>
1. Increasing Environmental Awareness 2. Rising Standard of Living 3. Resistance from People over Installation	1. Alternative Energy Sources 2. Challenges in Offshore Turbines
<b>Legal</b>	<b>Environmental</b>
1. Regulatory Approvals by Governments 2. Change in Tax Laws and Regulations	1. High Dependence on Weather Conditions 2. Business Sustainability

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Vestas** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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