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SANDVIK AB SWOT & PESTLE ANALYSIS

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Company Name : Sandvik AB

Company Sector : Industrial tools and equipment manufacturing

Operating Geography : Sweden, Europe

About the Company : Sandvik AB is a Sweden based high tech engineering company, founded in 1862. Its business is organized into 3 areas i.e., R&D, production and sales of industrial tools. It extends its industry offerings to various sectors like Aerospace, automotive, construction, mining, renewable energy sources etc. The company has approximately 8000 patents and has invested approx. 3.5 billion SEK in its R&D. This has helped the firm to build a world leading position in industrial tools and equipment. It has also planned to digitise its logistic process by entering into a partnership with James Donald Armstrong (JDA) cloud services. The firm also believes in providing sustainable solutions which helps them to raise competitiveness, save the costs to the company and reduce the environmental impact.

Revenue :84430 MSEK

SWOT Analysis :

The SWOT Analysis for Sandvik AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Robust Investments in R&D 2. Sustainable approach in its investments 3. Increased operating margin, growth rate and order intake 	<ul style="list-style-type: none"> 1. Impact of divestments in past 2 years 2. Lagging on digitization front
Opportunities	Threats
<ul style="list-style-type: none"> 1. Going digital in its approach 2. Diversifying into an environment safe product line 3. Vocational Training centres for developing the required skill 	<ul style="list-style-type: none"> 1. Strong competition from other companies 2. Mismatch of skills

PESTLE Analysis :

The PESTLE Analysis for Sandvik AB is given below:

Political	Economical
1.Impact of Brexit	1.Trade relations with US
Social	Technological
1.Status of Equality between male and female employees 2.Strong compliance to labour laws 3.Difficulty in getting a job for non-EU citizen	1.Investments in going digital 2.Automation of Mining equipment and OptiMine Information Management solution 3.Zertivo Technology for improving PVD grades quality
Legal	Environmental
1.Legal framework in Sweden 2.Compliance to competition law 3.EU General Data Protection regulation to come into effect	1.Focus on sustainable approach for products 2.Waste Management policy- Use, Reuse and Recycle 3.Environment, Health and Safety targets

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