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## EMBRAER SWOT & PESTLE ANALYSIS

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**Company Name :** Embraer

**Company Sector :** Aerospace and Defense

**Operating Geography :** South America

**About the Company :** Embraer is a Brazilian aerospace industry giant which manufactures aircraft which specialises in designing and manufacturing aircrafts and selling them to defence, commercial and security markets. Their main clients are Brazilian air force and other armed forces from the countries in Europe, Asia and Latin America as of 2017.

**Revenue :**US \$ 6.2 Billion – FY ending Dec 2016

## SWOT Analysis :

The SWOT Analysis for Embraer is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global Leader in 90-120 seats segment</li> <li>2.Strong Research and Development Teams</li> <li>3.Presence in over 60 countries</li> <li>4.Leading Defence Aircraft Manufacturer</li> </ul>	<ul style="list-style-type: none"> <li>1.Performance in North America is weaker when compared to other parts of the world</li> <li>2.Slow growth rate for executive jets market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Joint Ventures with other aircraft manufacturers</li> <li>2.The emerging defense market in Africa</li> </ul>	<ul style="list-style-type: none"> <li>1.Chinese local aircraft manufacturers and regulations in china</li> <li>2.Intense Competition</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Embraer is given below:

Political	Economical
1. Political Stability of countries in Africa and Middle East 2. High level of corruption in defence contracts	1. Intervention in the free market 2. Stability of the Macroeconomics Factors
Social	Technological
1. Class structure, hierarchy and power structure in the society 2. Varying corporate culture practices	1. Technological developments by Embraer competitors 2. New Defence Technologies and Modern Warfare
Legal	Environmental
1. Policies for international Trade and Foreign Investment in Military 2. Change in tax laws and regulations	1. Steps towards the cleaner environment 2. Hybrid Fuels and Better Design

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The complete report for **Embraer** 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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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**