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## GENERAL ELECTRIC SWOT & PESTLE ANALYSIS

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**Company Name :** General Electric

**Company Sector :** Diversified

**Operating Geography :** United States, North America, Global

**About the Company :**

General Electric (GE) is an American multinational conglomerate. It was established in 1892 through a merger between Edison General Electric Co. and Thomson-Houston Electric. It is headquartered in Boston, Massachusetts. It has a diverse product portfolio which includes power, aviation, renewable energy and healthcare. It has operations in 5 continents - North America, South America, Asia, Africa and Europe spread out across 175 countries. GE is the 33rd-largest company in the US by gross revenue according to the Fortune 500 in 2020. The company made the announcement on November 9, 2021 that it would split into three public companies. The new businesses will each be centred on one of three industries: aerospace, healthcare, or energy (renewable, power, and digital). The healthcare division's first spinoff was completed in 2023, and the energy division's spinoff is named GE Vernova. GE has around 172000 employees globally as of early 2023.

The USP of General Electric lies in it being the largest public company in Massachusetts. The mission statement of General Electric reads, “To usher in the next industrial era and to build, move, power, and cure the world”. The vision statement reads, “To focus on businesses that connect to its core competencies and is a market leader in.”

**Revenue :**

\$75.4 billion – FY ended 31 December 2022

\$74.2 billion – FY ended 31 December 2021

## SWOT Analysis :

The SWOT Analysis for General Electric is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong performance in all segments</li> <li>2.Significant expenditure on R&amp;D</li> <li>3.Solid brand presence globally</li> <li>4.Continuous launch of new products in healthcare sector</li> </ul>	<ul style="list-style-type: none"> <li>1.Constantly susceptible to operational risk</li> <li>2.Low-credit ratings by Moody's and S&amp;P</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth prospects in emerging economies</li> <li>2.Formation of 3 companies focusing on 3 segments</li> <li>3.Strategic partnerships and service contracts leading to growth</li> <li>4.Expanding market for 5G in healthcare</li> </ul>	<ul style="list-style-type: none"> <li>1.Risk due to global economic instabilities</li> <li>2.Risk of cybercrime outbreak</li> <li>3.Significant supply chain constraints leading to a negative impact</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for General Electric is given below:

Political	Economical
1.Brexit may have an adverse impact	1.Exchange rate volatility risks 2.Impact of economic slowdown 3.Impact of covid-19 on the aviation sector 4.Impact of gas prices on the Power segment
Social	Technological
1.Increase in health concerns opening up new vistas for GE's healthcare segment	1.Industry leading technology in healthcare 2.Technological advancements in all segments
Legal	Environmental
1.Adverse Impact of cut in the US Corporate Tax Rate 2.Legal compliance scrutiny in every segment 3.Involvement in various lawsuits may impact reputation	1.Organization wide sustainable practices

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