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ROLLS ROYCE HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Rolls Royce Holdings

Company Sector : Aerospace and Defence

Operating Geography : United Kingdom, Europe

About the Company : Rolls-Royce Business, founded 114 years ago in 1904 by Charles Rolls and Henry Royce. The Rolls Royce Holdings company was incorporated in February 2011 which owns Rolls-Royce business. Today it designs, manufactures and distributes power systems for aircraft, ship and land applications. Its five core operating businesses will be restructured into three new core business units under Civil Aerospace, Power Systems and Defense. The company has its headquarters in Buckingham Gate, London, United Kingdom. It has an employee base of over 54,000 across all business units, as of early 2019. It offers its products and services across its five businesses and recently launched R2 data labs to accelerate data innovation. It has over 150 customers in over 100 countries as of 2019.

Rolls Royce's vision statement reads "pursuing collaboration, seeking simplicity, embracing agility, and being bold." This British luxury car maker's, which is now a wholly owned subsidiary of German group BMW, USP or unique selling proposition lies in pioneering cutting-edge technologies that deliver clean, safe and competitive solutions to meet our planet's vital power needs.

Revenue :

£15,729 million – FY ending 31st Dec 2018

£14,747 million – FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Rolls Royce Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Simplified and Focused Business Structure 2.Strong R & D team 3.Adoption of Advanced Technology, System Solutions and Systems Life 4.Strong Brand image and advanced engineering focus 	<ul style="list-style-type: none"> 1.A weak risk management system 2.Business models affected by disruptive technological changes 3.A high debt to equity ratio
Opportunities	Threats
<ul style="list-style-type: none"> 1.Focus on digitization, restructuring and electrification 2.Strategic Partnerships, Joint Ventures and Collaborations 	<ul style="list-style-type: none"> 1.Brexit disrupts the operations of the Holding 2.Principal Risk factors affecting the company

PESTLE Analysis :

The PESTLE Analysis for Rolls Royce Holdings is given below:

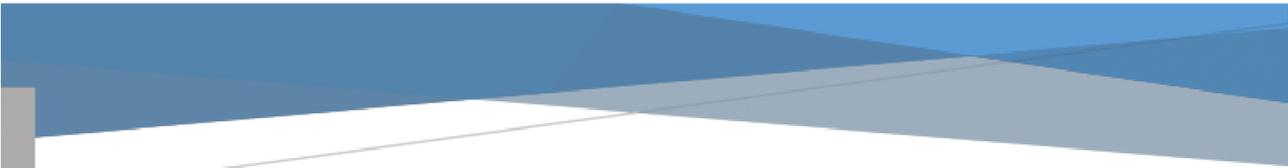
<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Uncertainty sparked by Brexit 2.Safety concerns sparked by work-related incidents 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Foreign Exchange Rates fluctuations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Globalization and emerging economies 2.The business operations vary depending on the seasonality 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Efficient and environment friendly innovation 2.Advances in manufacturing, nuclear and hybrid technology
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Registration, Evaluation, Authorization and restriction of Chemicals (REACH) norms 2.Safety concerns sparked by work-related incidents 3.Bribery allegation settlement losses 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Adoption of renewable energy sources like Project Sunshine 2.Zero waste target 3.Minimize CHG emissions and energy use

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