
S&P TEST

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CONTINENTAL SWOT & PESTLE ANALYSIS

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Company Name : Continental

Company Sector : Tires, Automotive Components and Technologies

Operating Geography : Germany, Europe, Global

About the Company :

Continental AG is a German automotive manufacturer founded in 1871, specializing in brake systems, interior electronics, automotive safety, powertrain and chassis components, tachographs, tires and other parts for the automotive and transportation industries. It is headquartered in Hanover, Lower Saxony. Continental offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transport. Continental is the fourth largest supplier of automotive spare parts globally and second largest in the Europe. They manufacture and provide services over a wide range of automotive parts. The company differentiates itself by giving prior importance to the safety and comfort of the consumers. Continental was ranked No. 3 by Potentialpark in the Potentialpark Ranking Global, for best digital talent communication. In September 2022, Vulk & Montage, a conveyor and maintenance company based in Karlstad, Sweden, has been acquired by Continental. This acquisition expands Continental's portfolio and places the technology firm in the heart of Sweden's industrial zone.

Continental's USP is the smart technology solutions for mobility and data mining for different markets that add value to the brand. Continental's vision is 'Your Mobility, Your Freedom. Our Signature'. They are targeting zero accidents, intelligent and affordable mobility.

Revenue :

33,765.2 million - FY ended December 31st 2021 (y-o-y growth of 6%)

31864.4 million - FY ended December 31st, 2020

SWOT Analysis :

The SWOT Analysis for Continental is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1.Strong presence in Europe with market leadership in some categories 2.Highly developed R&D unit 3.On path to be the market leader in fastest growing automotive technologies 4.Specialized divisions for product differentiation 5.Balanced sales distribution for cost effectiveness | <ul style="list-style-type: none"> 1.Slow growth in Europe resulting in weak demand for tires |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Opportunity to become global market leader 2.Growing opportunity in hybrid and electric vehicle wheel segment 3.Increasing trend towards automated and autonomous driving 4.Tapping technology creators' market in two wheelers | <ul style="list-style-type: none"> 1.Highly dependent on rubber manufacturing unit in terms of revenue generation 2.Financial risks in association to pension commitments |

PESTLE Analysis :

The PESTLE Analysis for Continental is given below:

| | |
|--|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade protectionist policies of Trump administration continue even today 2.Government support for eco-friendly products 3.Tire manufacturers working to cut gas exposure amid supply uncertainty due to Russia-Ukraine war 4.Closure of operations in Russia as a result of the war | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of macroeconomic conditions prevailing in operating regions |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing popularity of e-commerce in tyre segment 2.Change in tire buying habits 3.Adverse effect of the Covid-19 on the group's operations | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Digitisation of business processes 2.New business opportunities due to emerging automotive trends 3.Emerging cyber-security solutions for connected vehicle electronics 4.Promoting advanced security and safety for tires 5.Conquering challenges in motor sport |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Improving intellectual property laws and consumer protection laws 2.Burdensome laws and regulations | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Reduction in CO2 emissions 2.Sustainable practices for the future |

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