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## MEDTRONIC SWOT & PESTLE ANALYSIS

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**Company Name :** Medtronic

**Company Sector :** Medical Device Manufacturing

**Operating Geography :** Ireland, Europe, Global

**About the Company :**

Previously known as Medtronic Inc. it is one of the largest medical device manufacturing company, headquartered in Dublin, Ireland. The company is involved in development, manufacturing and marketing of a wide range of medical devices, therapies and services used in the treatment heart disease, spinal conditions, neurological disorders, vascular disease and diabetes and similar chronic diseases. The company products include aortic and peripheral vascular products, cardiac rhythm and heart failure products, coronary and structural heart products, advanced surgical technologies and general surgical products, medical supplies, respiratory and monitoring solutions, and venous solutions, diabetes services and solutions, intensive insulin management solutions, non-invasive diabetes therapies, Neuromodulation and neurovascular devices, orthopedic and spine products and surgical technologies. As of 2020, Medtronic has served more than 72 million patients across 150+ countries worldwide and has over 90,000 employees.

Medtronic USP or unique selling proposition lies in being amongst the world's largest medical equipment manufacturing companies with almost seven decades of operations to deliver innovative medical technology solutions. Medtronic is also the world leader in spinal and musculoskeletal therapies. The mission statement for Medtronic reads “Contributing to human welfare by application of biomedical engineering to alleviate pain, restore health and extend life and direct our growth in areas of biomedical engineering. To strive without reserve for the greatest possible reliability and quality in our products and make a fair profit recognizing the personal worth of employees and maintain good citizenship as a company.”

**Revenue :**

US \$28.91 billion - FY ending 24th April 2020 (Y-O-Y growth of (negative) -5%)

US \$30.56 billion - FY ending 26th April 2019

**SWOT Analysis :**

The SWOT Analysis for Medtronic is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong Financial Performance and Growth Strategy</li> <li>2.Strong global presence</li> <li>3.Strong product portfolio</li> <li>4.Strong innovation and creativity platform</li> <li>5.Skilled workforce</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependence on US markets</li> <li>2.Low operating margin.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Evolving connected healthcare</li> <li>2.Acquisition based advantage</li> <li>3.Opportunities in Growing diabetes market</li> <li>4.Augmenting reliability and building trust during the pandemic</li> </ul>	<ul style="list-style-type: none"> <li>1.Strict Regulations</li> <li>2.Impact of changing trade regulations</li> <li>3.Exposed to patent litigations</li> <li>4.Exposed to Investigation from Government</li> <li>5.High competition</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Medtronic is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Trade regulations and policies</li> <li>2.Government Intervention</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in currency markets</li> <li>2.Impact of change in US administration</li> <li>3.Impact of COVID on the financial position</li> <li>4.Brexit as an opportunity for Ireland MedTech sector</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Growing concern on healthcare in US</li> <li>2.Focus on Product safety and assurance</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Focus on sustainable technology solutions</li> <li>2.Evolving data-based monitoring systems</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Tax regulations</li> <li>2.Litigations related to products and patent</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Increasing focus on commitment towards environmentally Sustainable practices</li> <li>2.Strict Environment regulations</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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