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BERKSHIRE HATHAWAY SWOT & PESTLE ANALYSIS

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Company Name : Berkshire Hathaway

Company Sector : Conglomerate

Operating Geography : United States, Global

About the Company : Berkshire Hathaway is an American conglomerate and a holding company headquartered in Omaha, Nebraska. Led by the legendary investor by Warren Buffett, it owns subsidiaries operating in multiple sectors across the world. The businesses owned by the company are: Insurance, Burlington Northern Santa Fe LLC, McLane Company, Berkshire Hathaway Energy, Service & Retailing, Manufacturing and Finance & financial products. Insurance business comprises GEICO, General Re Corporation, Berkshire Hathaway Primary Group and Berkshire Hathaway Reinsurance Group. Burlington Northern Santa Fe LLC operates railroad systems to transport industrial products to major cities and ports of USA, as well as some parts of Canada and Mexico. McLane Company provides different types of wholesale distribution services. Berkshire Hathaway Energy Company is involved in generation, transmission, storage, distribution and supply of energy. Manufacturing businesses are involved in manufacture of industrial products, building products and consumer products.

Revenue :

US\$ 242.173 billion – FY ended December 31st 2017(year-on-year growth of 8.3%)

US\$ 223.604 billion - FY ended December 31st 2016

SWOT Analysis :

The SWOT Analysis for Berkshire Hathaway is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Diverse portfolio of businesses across sectors 2.Strong liquidity position with no debt 3.Sound investment decisions of Warren Buffett and his team 4.Consistent 5-year growth rate despite economic slowdown 	<ol style="list-style-type: none"> 1.Steadily increasing volatility 2.Dependency on a few people for major decisions
Opportunities	Threats
<ol style="list-style-type: none"> 1.Bargain hunting during a recession 2.Investing in emerging markets such as India and China 	<ol style="list-style-type: none"> 1.High competition faced by the company's businesses 2.Increasing pace of regulatory changes 3.Threat from cyber attacks

PESTLE Analysis :

The PESTLE Analysis for Berkshire Hathaway is given below:

<p style="text-align: center;">Political</p> <p>1. Political spending disclosure pressure</p>	<p style="text-align: center;">Economical</p> <p>1. Impact of economic downturn 2. Change in interest rates</p>
<p style="text-align: center;">Social</p> <p>1. Rising demand for renewable resources 2. Balance of power in insurance sector shifting from companies towards customers 3. Rise of sharing economy</p>	<p style="text-align: center;">Technological</p> <p>1. Rise of social media 2. Cyber attacks 3. Popularity of blockchain technology</p>
<p style="text-align: center;">Legal</p> <p>1. Data protection laws 2. Impact from regulatory changes</p>	<p style="text-align: center;">Environmental</p> <p>1. Increase in natural disasters to impact insurance business 2. Impact of changes in environmental regulations on Berkshire Hathaway</p>

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