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SCHINDLER GROUP SWOT & PESTLE ANALYSIS

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Company Name : Schindler Group

Company Sector : Manufacturing industry (Industrial equipment)

Operating Geography : Switzerland, Europe, Global

About the Company : Schindler Holding group is a manufacturing industry specializing in elevators, escalators and moving walks with a varied range of maintenance services. It provides its services and products to a wide range of infrastructure including residential and commercial flats, hotels, corporate buildings, shopping complexes and many more. It has a very specialized system of installation which ensures health and safety at priority. It was founded in 1874 in Lucerne, Switzerland and is presently headquartered in Ebikon, Switzerland. It has a global presence and has over 1000 branch offices spread over in more than 100 countries. The research and development facilities are present in Brazil, India, China, US and Europe.

The vision statement highlights its aim to be the first choice of the customers in its field. It aims to be the pioneer in its sector by making all types of buildings more efficient, safer and comfortable place to visit and stay in. Schindler mission statement is “To create new systems and solutions to make the world’s buildings and cities safer, more efficient, more sustainable, more comfortable every day, and to be Your First Choice.”

The values include safety, customer value, quality, commitment to people development, integrity and trust which addresses the core people values and the mutual trust Schindler want to create among its customers.

Revenue :

CHF 10,879 million – FY ended Dec 2018

CHF 10,179 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Schindler Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Global presence and brand position. 2.Accelerated innovation and strategic investments strengthening global position 3.Robust order backlog 4.Strong focus on sustainability and CSR policies 	<ul style="list-style-type: none"> 1.Restricted product portfolio.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Change in demographics adding to market potential in mobility solutions 2.Smart elevator installations \u2013 a growing market 3.Growing maintenance market in China 4.Growth potential in India 	<ul style="list-style-type: none"> 1.KONE - a competitor consolidating through acquisitions 2.ThyssenKrupp \u2013 a competitor with broad product portfolio. 3.Change in customer attitudes 4.Increase in raw material costs and wage inflation

PESTLE Analysis :

The PESTLE Analysis for Schindler Group is given below:

Political	Economical
1.Political instability may impact demand growth 2.Impact of trade wars	1.Change in inflation rates. 2.Faster urbanization and GDP growth in emerging markets
Social	Technological
1.Rising safety issues in elevators in high rise buildings 2.High immigration rates in markets such as Brazil 3.Growing focus on customer experience	1.Implementation of IOT in logistics. 2.Digitization enhancing smart urban mobility
Legal	Environmental
1.Stringent health and safety laws. 2.Change in taxation policy.	1.Climatic condition in India. 2.Sustainability \u2013 six focus areas and ambitious targets.

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Schindler Group** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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Client Support:
support@swotandpestle.com