
S&P TEST

SWOT & PESTLE.com

MIDEA GROUP SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : Midea Group

Company Sector : Electronics, Electrical Equip.

Operating Geography : China, Asia, Global

About the Company : Midea Group was founded by He Xianjian in 1968 based out of the town Beijiao in Guangdong province in China to establish a bottle lid production workshop. Over the years the company developed itself as a leader in consumer appliance manufacturers and other electrical applications. Midea Group headquartered in Foshan City, Guangdong, China diversified its product line to consumer appliances, HVAC, and robotics and industrial automation (Kuka Group and Yaskawa joint venture). The company is now placed at 245 rank in Forbes 500 list and has been featuring in the coveted list since last 3 years. It also ranks No. 323 on the 2018 Fortune Global 500 list. The company employs 135,000 as of 2017 with 200 subsidiaries, more than 60 overseas branches, 12 strategic business units as well as majority shareholding in KUKA, a German based world leading company in robotics. Midea has spread its wings not only all over China but also owns many facilities overseas in Belarus, India, Argentina, Brazil, Vietnam and Egypt.

Revenue :RMB 240,712 million - (FY 2017)

SWOT Analysis :

The SWOT Analysis for Midea Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified product portfolio across white goods and HVAC enterprise 2.Diverse Revenue Model 3.Strong Brand Recognition 4.Market Leader with global presence 5.Focused investments in innovation and R&D 6.Well-established smart supply chain system 	<ul style="list-style-type: none"> 1.Less Diverse senior leadership 2.Lagging Operations efficiency
Opportunities	Threats
<ul style="list-style-type: none"> 1.Penetration in rural and urban areas 2.A fast growing sector of Kitchenware 3.Increase in adoption of robotics and industrial automation 	<ul style="list-style-type: none"> 1.Price war in AC Segment 2.Mature Market in white goods sector

PESTLE Analysis :

The PESTLE Analysis for Midea Group is given below:

Political	Economical
1.Importance of local governments in China 2.Impact of US-China trade war	1.Chinese economy slowdown 2.Fluctuations in exchange rates 3.Skill level of workforce in China market
Social	Technological
1.Ageing Population of China which is the major customer base 2.Health cautiousness amongst the China population	1.Robotics in the consumer market 2.Digitalization driven industrial internet operations
Legal	Environmental
1.Business laws across markets 2.Data protection laws globally	1.Extreme weather and ecological changes 2.Customer activism and awareness

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



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com