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## MIDEA GROUP SWOT & PESTLE ANALYSIS

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

## PESTLE Analysis :

The PESTLE Analysis for Midea Group is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Importance of local governments in China</li> <li>2.Impact of US-China trade war</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Chinese economy slowdown</li> <li>2.Fluctuations in exchange rates</li> <li>3.Skill level of workforce in China market</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Ageing Population of China which is the major customer base</li> <li>2.Health cautiousness amongst the China population</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Robotics in the consumer market</li> <li>2.Digitalization driven industrial internet operations</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Business laws across markets</li> <li>2.Data protection laws globally</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Extreme weather and ecological changes</li> <li>2.Customer activism and awareness</li> </ol>

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