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CUMMINS SWOT & PESTLE ANALYSIS

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Company Name : Cummins

Company Sector : Industrial Manufacturing (Engines, Distribution, Components, Power Systems, Electrified Power)

Operating Geography : United States, North America, Global

About the Company : Cummins is a global power leader and the world's largest manufacturer of diesel engines and natural gas run engines. Cummins has its operations and serve its customers in 190 countries and territories in the world through over 7600 dealer locations, 600 independent distributor and company-owned locations as of 2019 and has industry leaders like Volvo, Komatsu, Chrysler, Daimler and Ford as its customers. Cummins was found in 1919 in Indiana and it has its 100-year anniversary in 2019. The company has 5 business areas which are Engines, Distribution, Components, Power Systems, and electrified power with Engines being its largest segment and accounts for 40% of the company's profit. Distribution is the maintenance arm of the company which is responsible for the maintenance and replacement of its engines. Components division serves the aftermarket needs which are specific to a country or a customer and accounts for 32% of the profit for the company. Power Systems focuses on selling power generators and specialized high-horsepower engines for specific industrial applications. All the 5 segments share brand recognition, customers, technology and the distribution network so that they can compete more effectively and efficiently in the market. Cummins employs over 62,000 employees as of 2019 and it is committed towards three global corporate responsibility priorities which are education, equality of opportunity and environment. The focus for Cummins for their products lies in their performance, quality, speed of delivery, customer support, fuel economy, and price.

Revenue :

US \$23.77 billion (FY ended Dec 2018) (year-on-year growth of 16.40%)

US \$20.42 billion (FY ended Dec 2017)

SWOT Analysis :

The SWOT Analysis for Cummins is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Huge portfolio of products catering to various diverse requirements of the market 2.Global presence and competitive advantage in Asian Countries 3.Benefits from strong vertical integration 4.Enabling Joint Ventures to further expand Cummins' product offerings 	<ul style="list-style-type: none"> 1.Cyclic nature of the business causing instability for the company 2.Lack of a robust Information Technology(IT) structure 3.Huge dependence on a few numbers of suppliers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investment towards the development of electric powertrain product line 2.Opportunities in the e-commerce segment 3.Tapping into new areas of technology 	<ul style="list-style-type: none"> 1.Coming of new entrants in the market posing threat to Cummins 2.The transition from diesel to electric vehicles 3.Reduction of engine manufacturing outsourcing by truck manufacturers and OEM customers

PESTLE Analysis :

The PESTLE Analysis for Cummins is given below:

Political	Economical
1. Political disruptions (such as BREXIT) may adversely impact Cummins operations 2. Impact of the United States and China trade war	1. Cummins' high dependence on the relationship amongst countries 2. Infrastructure development and commodity prices across economies directly impacting the demand
Social	Technological
1. A strong emphasis on STEM-based activities 2. Recognition for outstanding performance in diversity and inclusion	1. Responding to the need of the hour market conditions through technology 2. Implementation of new technologies to revolutionize manufacturing
Legal	Environmental
1. Regulatory regulations and compliances becoming more stringent	1. A strong focus by Cummins towards environmentally sustainable projects 2. Efforts towards making manufacturing and environmentalism go together

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