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ACUITY BRANDS SWOT & PESTLE ANALYSIS

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Company Name : Acuity Brands

Company Sector : Consumer lighting and Building Management Solutions

Operating Geography : North America, Europe and Asia

About the Company :

Acuity Brands, Inc is a holdings Company providing lighting and building management solutions which range from individual devices to connected solutions. The company is head quartered in Atlanta, Georgia, USA, with operations throughout North America, and in Europe and Asia and has over 13,200 associates as of 2023. It has two business segments: Acuity Brands Lighting and Lighting Controls (ABL) and the Intelligent Spaces Group (ISG). The company has a long portfolio comprising of non-portable luminaires as defined by the National Electrical Manufacturers Association n; poles for outdoor lighting; emergency lighting fixtures and lighting equipment; daylighting; lighting controls; HVAC controls; and building technology controls, software, and systems. The focus is on what they call 3 Cs: Service to customers. Efficiency in spending and a culture of excellence through continuous improvement. The tag line is “Expanding the boundaries of lighting.”

The USP of Acuity Brands is that it has a number 2 ranking in Zacks Rank for stocks currently. For customers, communities, and the globe, Acuity Brands mission is to use technology to address issues with places, light, and other issues in the future. They envision to provide a beacon for a world that is more dazzling, successful, and interconnected.

Revenue :

\$ 4.01 billion – FY ending 31st August 2022 (y-o-y growth of 15.7%)

\$ 3.46 billion – FY ending 31st August 2021

SWOT Analysis :

The SWOT Analysis for Acuity Brands is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.It has strong brand value 2.Strong innovation capabilities & technological expertise 3.Robust sustainability initiatives 4.Extensive product portfolio with robust distribution network 	<ul style="list-style-type: none"> 1.Unclear brand positioning 2.Not highly successful in gelling numerous acquisitions with different work cultures 3.Heavily dependent on US sales
Opportunities	Threats
<ul style="list-style-type: none"> 1.Undertaking of Europe 2020 strategy 2.Changing consumer preferences 3.Increasing demand for energy-efficient solutions & IoT integration 4.Smart city Initiatives by the government 	<ul style="list-style-type: none"> 1.Supply chain disruptions negatively impact product availability 2.Intense competition from local & established players.

PESTLE Analysis :

The PESTLE Analysis for Acuity Brands is given below:

Political	Economical
1.Trade tensions between US and China 2.Govt initiatives provides opportunities	1.Boost in construction sector with infrastructure projects.
Social	Technological
1.Changing consumer preferences and lifestyle trends	1.There is development of LiFi 2.It shows growth of IoT
Legal	Environmental
1.Lawsuits due to misrepresentations 2.Compliance with WEEE & NEMA is critical	1.Shift towards reduced energy consumption 2.Partnerships to address climate issues

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