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BEIERSDORF SWOT & PESTLE ANALYSIS

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Company Name : Beiersdorf

Company Sector : FMCG, Consumer Products

Operating Geography : Germany, Europe, Global

About the Company : Beiersdorf AG is a 130-year-old German multinational company that manufactures skin care products and adhesives. The company's headquarters is based in Hamburg, Germany. It was founded in the year 1882 by Paul C Beiersdorf, which the company bears its name. Beiersdorf has over 20,000 employees and more than 160 countries contributing to the success of the company. The 17 production sites spread across 12 countries help their products to be present in almost all the countries worldwide.

The company has a strong brand portfolio with their brands serving different consumer segments. These brands include NIVEA which is aimed at the mass market, La Prairie at selective cosmetic market and Eucerin at the dermo cosmetics segment. The company also has its presence in the field of plasters and wound care with their brands Hansaplast and Elastoplast. The brand Tesa which is also been managed since 2001 by Beiersdorf offers self-adhesive system and product solutions for industries, consumers and craft businesses.

Beiersdorf AG mission statement reads "We have four core values that guide everything we do at Beiersdorf. These are CARE, SIMPLICITY, COURAGE and TRUST – these apply to the way we run our business, the way we treat our employees and the way we want our colleagues to treat one another.

Beiersdorf AG USP or Unique selling proposition lies in its innovation for high potential skin care products, which is known for its global reputation in skin care expertise.

Revenue :

7,233 million – FY ended 31st Dec 2018 (year-on-year growth of 2.5%)

7,056 million – FY ended 30st Dec 2017

SWOT Analysis :

The SWOT Analysis for Beiersdorf is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong skincare brand portfolio 2.Strong distribution and global network. 3.Importance to Research and Development. 4.Focused on long term success factors 	<ul style="list-style-type: none"> 1.Slow growth in particular markets. 2.Uneven performance in the brands.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Well positioned to grow in emerging markets. 2.Opportunity to increase the market share. 3.Demand for premium skincare products 4.Consumer centricity through digitalization 	<ul style="list-style-type: none"> 1.Increasing competition in skin care segment 2.Criticism and lawsuits may impact brand image

PESTLE Analysis :

The PESTLE Analysis for Beiersdorf is given below:

Political	Economical
1.Brexit and its impact on business 2.Government regulations and trade policies.	1.Fluctuations in currency rates 2.Fluctuation of raw material price
Social	Technological
1.Demand for premium personal care products	1.Demand for premium personal care products
Legal	Environmental
1.Government laws and regulations	1.Initiatives towards environmental sustainability.

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