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## KONINKLIJKE PHILIPS SWOT & PESTLE ANALYSIS

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**Company Name :** Koninklijke Philips

**Company Sector :** Health Technology

**Operating Geography :** The Netherlands, Europe, Global

**About the Company :** Koninklijke Philips N.V. (Royal Philips) is the parent company of the Philips Group, headquartered in Amsterdam, the Netherlands. The company was founded in 1891 by Gerard Philips. This Dutch multinational conglomerate incorporated on November 14, 2000, is a health technology company with a focus on improving people's health. The Company's business is classified into Personal Health businesses, Diagnosis & Treatment businesses, Connected Care & Health Informatics businesses, and Lighting. Each of them have their own management and are self-sufficiently responsible for their businesses. There is an additional unit named as Others as well. Philips has a primary listing on the Euronext Amsterdam stock exchange and is a component of the Euro Stoxx 50 stock market index. It also features on the New York Stock Exchange where it has a secondary listing. As of early 2019, Philips has employee strength of 77,400 from 120 nationalities.

Koninklijke Philips N.V's vision statement reads "At Philips, we strive to make the world healthier and more sustainable through innovation. Our goal is to improve the lives of 3 billion people a year by 2030. We will be the best place to work for people who share our passion. Together we will deliver superior value for our customers and shareholders." The USP of Koninklijke Philips N.V. lies in being one of the largest electronics companies in the world, currently focused in the area of healthcare and lighting. The company leads in Diagnostic Imaging, Image-Guided Therapy, Patient monitoring and Health informatics, as well as in consumer health and home care.

**Revenue :**

18,121 million – FY ending 31st Dec, 2018 (y-o-y growth 2%)

17,780 million– FY ending 31st Dec, 2017

## SWOT Analysis :

The SWOT Analysis for Koninklijke Philips is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Delivering Meaningful Innovations</li> <li>2.Balancing a Diversified Portfolio to align with goals</li> <li>3.Digitalization of Healthcare</li> <li>4.Robust growth through Acquisitions and Mergers</li> <li>5.Consistent Shareholder Returns</li> <li>6.Customer Satisfaction at the heart of all operations</li> </ul>	<ul style="list-style-type: none"> <li>1.Series of Failed Synergies</li> <li>2.Increased Contingent Liabilities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Ageing Global Population and rise in Chronic Disease</li> <li>2.Green Innovation to achieve Carbon neutrality</li> <li>3.IT Healthcare transforming diagnosis and treatment</li> <li>4.Low usage of Digital Health Technologies in US</li> <li>5.Diagnostic &amp; Treatment is focused on growing market share &amp; profitability</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive landscape</li> <li>2.Impending global slump worsening macro-economic conditions</li> <li>3.Slowdown in China</li> <li>4.Bribery rackets soiling healthcare giant's reputation</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Koninklijke Philips is given below:

Political	Economical
1.U.S. Trade Tariffs 2.Brexit Uncertainty forcing companies to shut down facilities in Europe	1.Emerging markets to become hotbeds of rising demand for modern healthcare services
Social	Technological
1.Growth in Male Grooming products 2.Rising awareness amongst consumers with focus on personalized health	1.Employing digital disruptions to understand customer needs
Legal	Environmental
1.Compliance risks related to safety and data privacy: 2.Consumer Protection Laws sparking EU antitrust fines	1.Focusing efforts on sustainability and healthy planet 2.Efficient waste management techniques: 3.Developing green technology and products

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