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DAEWOO E&C SWOT & PESTLE ANALYSIS

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Company Name : Daewoo E&C

Company Sector : Engineering and Construction

Operating Geography : South Korea, Asia, Global

About the Company : Daewoo Engineering & Construction Co., Ltd. is a general engineering constructor with headquarters located in Seoul, South Korea. The company has made rapid progress since its foundation in 1973 when it had an employee base of only 12 personnel. The company is a well-known company globally today with numerous roads and railways projects being successfully completed. The company also works on building comfortable homes and houses for people. It deals with all construction work ranging from commercial buildings, public facilities, schools, hospitals, and civil works, such as highways, ports, tunnels, railways, and dams. The company has also constructed several power plants.

The vision of Daewoo E&C is to become a company achieving the best value with customers.

Revenue :

? 10,204,675 million (FY Ended December 31, 2018)

? 11,332,056 million (FY Ended December 31, 2017)

SWOT Analysis :

The SWOT Analysis for Daewoo E&C is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established a history of trust built on superior technology and engineering innovation 2.Industry-leading technology and construction experience in the high-speed railway area 3.Strong expertise and experience in construction of industrial plants 4.Focus on research and development 5.Consistent financial performance in challenging business environment 	<ul style="list-style-type: none"> 1.Weak sales over last few quarters 2.Unstable management since the collapse of parent firm
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opening global opportunities through integrating planning, finance, and technology 2.Urbanization - A major driver of infrastructure spending 	<ul style="list-style-type: none"> 1.Challenging business environment in domestic and international markets 2.Threat of all-out conflict in the Middle East

PESTLE Analysis :

The PESTLE Analysis for Daewoo E&C is given below:

<p style="text-align: center;">Political</p> <p>1. Political face offs adding to slowdown in construction market</p>	<p style="text-align: center;">Economical</p> <p>1. Contribution to South Korea's economic growth</p>
<p style="text-align: center;">Social</p> <p>1. Urbanization offering new opportunities to improve existing cities</p> <p>2. Increase in focus on health and happiness of society</p>	<p style="text-align: center;">Technological</p> <p>1. Convergence of ICT and construction to bring in new opportunities</p> <p>2. Drone technology for efficiency and accuracy</p>
<p style="text-align: center;">Legal</p> <p>1. Focus on transparency and righteous management</p>	<p style="text-align: center;">Environmental</p> <p>1. Innovative construction for sustainable environmental development</p> <p>2. Carbon Capture and Utilization - Transforming global warming emissions into resources</p>

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