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## GENERAL DYNAMICS CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** General Dynamics Corporation

**Company Sector :** Aerospace and Defense

**Operating Geography :** U.S.A., North America

**About the Company :** General Dynamics Corporation (GD) is an American aerospace and defence company having its headquarters located at Reston, Virginia, USA. It was formed in 1952 as a combination of the Electric Boat Company, Canadair and several others. In the initial years, the company was involved in supply of tanks, rockets, missiles, submarines, warships, electronics and fighters as part of their military services. From mid 1990s, the company began expanding by acquiring Gulfstream Aerospace Corporation, combat-vehicle-related businesses, IT product and service companies and additional shipyards. It is organized into five business groups: Combat systems, Aerospace, Information Technology, Marine Systems and Mission Systems.

General Dynamic's USP or unique selling point lies in being the fifth-largest defence contractor in the United States, and the sixth-largest in the world, based on sales, as of 2019. The company ranked No. 92 in the 2019 Fortune 500 list of the largest United States corporations by total revenue. General Dynamic's vision statement reads "Reinvent the bounds of innovation to advance our customers' missions." The Company's mission statement reads "Discover new ways to rapidly deliver a full spectrum of mission critical solutions by partnering with our customers, teammates, suppliers and communities."

**Revenue :**

\$ 36,193 million – FY ending 31st Dec 2018 (y-o-y growth 16.9%)

\$ 30,973 million – FY ending 31st Dec 2017

## SWOT Analysis :

The SWOT Analysis for General Dynamics Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong Brand Portfolio</li> <li>2.Strong relations with the Government</li> <li>3.Research and Development Orientation</li> <li>4.Strategic Acquisitions and mergers</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependency on the Government</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth in Aerospace and Defense Industry</li> <li>2.Innovations in A&amp;D Industry</li> <li>3.Expansion in emerging markets</li> </ul>	<ul style="list-style-type: none"> <li>1.Impending Economic Slowdown</li> <li>2.Competitive international and domestic markets</li> <li>3.Risk of failure of compliance</li> <li>4.Threats due to cyber security events and disruptions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for General Dynamics Corporation is given below:

Political	Economical
1.Compliance with regulations and restrictions 2.Trade war between US and China	1.Fluctuations in commodity prices and foreign currency 2.Volatility in economic and geopolitical circumstances 3.GDPR compliance and measures
Social	Technological
1.Impact of working age population on demands	1.Risks associated with cyber security 2.Technological Disruption Vulnerability 3.Digital transformation with trusted partners
Legal	Environmental
1.Intellectual property infringement	1.Sustainability 2.Global cooperation

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