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SCHNEIDER ELECTRIC SWOT & PESTLE ANALYSIS

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Company Name : Schneider Electric

Company Sector : Electrical & Electronic Manufacturing

Operating Geography : France, Europe, Global

About the Company :

Schneider Electric is a global specialist in energy management and automation in homes, buildings, data centers, infrastructure, and industries. The company headquarters are located in Rueil-Malmaison, France. The company develops innovative, connected technologies and solutions for operational efficiency, safety, and sustainability. In 1836, the Schneider brothers invested in the Creusot foundries and two years later created Schneider & Cie. Soon the company entered the electricity market. After the two world wars, the company had a diversified portfolio in construction and electricity. During the 20th century, the Schneider Group expanded through acquisitions in the electricity industry, energy management, and innovative technologies. Schneider Electric's portfolio of products and services includes electrical distribution, automation and control, building automation, and energy management solutions. These products and services are used in a wide range of applications, including residential, commercial, and industrial buildings, as well as infrastructure projects such as power grids and transportation systems. Schneider Electric has received numerous awards and recognition for its sustainability initiatives, including being named one of the World's Most Ethical Companies by the Ethisphere Institute for ten consecutive years. The company is also listed on the FTSE4Good Index and the Dow Jones Sustainability Indices. As of early 2023, the company employed around 162,330 people.

The USP of Schneider Electric lies in it being the leading player in energy management and automation. Schneider's mission statement reads - "Life Is On everywhere, for everyone, and at every moment."

Revenue :

Euros 34.2 billion – FY ending 31st December 2022 (year-on-year growth of 12.2 %)

Euros 27.2 billion – FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Schneider Electric is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.A balanced geographical footprint 2.Global leadership in four key sectors 3.Highly diversified product portfolio 4.Constantly rebalancing its supply chain resources and customization on regional level 5.Providing customers with integrated solutions for operational efficiency and energy management 	<ol style="list-style-type: none"> 1.Aggressive M&A policy 2.Dependence on few clients in data center segment
Opportunities	Threats
<ol style="list-style-type: none"> 1.Evolution in energy & industrial sectors 2.Focus on energy demand side 3.Long-term growth in urbanization 4.The increasing need for automation of Schneider Electric's customers 5.Eyes big bets on India 	<ol style="list-style-type: none"> 1.Slow adaptation of green technology 2.Increasing competition in the industry 3.Trade tensions impacting growth

PESTLE Analysis :

The PESTLE Analysis for Schneider Electric is given below:

Political	Economical
1.Political uncertainty in Europe	1.The market environment remains volatile 2.Exposure to interest rate risk and currency exchange risk
Social	Technological
1.Train underprivileged persons in energy management 2.Boosting safety culture in the organisation 3.Global electricity demand is projected to grow and the advent of Electricity 4.0	1.Growth in "Smart City" projects globally 2.Green solutions for energy management 3.Digitization of supply chain for its customers
Legal	Environmental
1.Human rights & environment vigilance training for suppliers 2.EU energy efficiency directive	1.Climate commitments by the group 2.Initiatives to reduce carbon footprint Improved environmental performance of its plants

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