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## PIRELLI SWOT & PESTLE ANALYSIS

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**Company Name :** Pirelli

**Company Sector :** Tyres, Automotive

**Operating Geography :** Italy, Europe, Global

**About the Company :**

Headquartered in Milan, Italy, Pirelli is a 148-year old tyre manufacturing company with a diverse product portfolio including Prestige, New Premium, and Specialties and Super-specialties variants of tires for cars, velo and moto. Initially involved in rubber specialization, fashion and energy, over the years Pirelli shifted its focus solely to tyre production with a consumer-centric strategy. Although formerly one of the fierce competitors in the auto-parts manufacturing industry, Pirelli adopted aggressive diversification as its strategy and had multiple divisions. But along the way, the company divested all its business units and focused only on tyre production. At a later stage, the company got acquired by ChemChina, China's largest chemical company. As of 2019, Pirelli is temporarily privatized by an immediate holding of ChemChina, that is, Marco Polo International Italy with a percentage shareholding of 45.5% of Pirelli's shares. Pirelli has been endorsing sport competitions and extending them sponsorships since 1907 and is the exclusive tyre supplier for the Grand-Am Rolex Sports Car Series for 2008–2010, FIA Formula One World Championship for 2011–2023 and for the FIM World Superbike Championship. In July 2022, Terna and Pirelli join forces to develop sustainable mobility. In order to promote sustainable mobility among its workers, Terna is the first firm in Italy to have implemented Pirelli's "CYCL-e around" e-bike sharing concept on a national level.

Pirelli's USP or unique selling proposition lies in being the globe's 5th largest tyre manufacturer behind Bridgestone, Michelin, Goodyear and Continental, and is focused on the consumer business (tyres for cars, motorcycles and bicycles). Pirelli's vision statement is to become "A global high value consumer tyre company".

**Revenue :**

5,331 million - FY ending 31st December 2021

4,302 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Pirelli is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Strong market presence demonstrated by a portfolio of homologations</li> <li>2.Long-lasting relationships with major Prestige and Premium car manufacturers</li> <li>3.Investment in R&amp;D activities and path breaking innovation activities</li> <li>4.Industry leader in ESG ratings</li> <li>5.Environment-friendly processes leading to cost efficiencies</li> <li>6.Brand image enhanced by commitment to motorsports</li> <li>7.Customer focus - a central element of Pirelli Group</li> </ol>	<ol style="list-style-type: none"> <li>1.Aggressive reorganisation of the company through acquisitions</li> <li>2.Weak capital structure decision making by the company</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Well planned investments in technological innovations</li> <li>2.High value approach to next-gen mobility trends</li> <li>3.Focus to produce safer and sustainable tyres</li> <li>4.Huge potential of Automotive OE type across the globe</li> </ol>	<ol style="list-style-type: none"> <li>1.Increasingly competitive dynamics of the tire sector</li> <li>2.Uncertainties in macro-environmental factors like rate volatility, raw materials</li> <li>3.Uncertainties posed due to Brexit</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Pirelli is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Uncertainty posed by Brexit to the company as it might cause trade barriers in UK</li> <li>2.Compliance with the trade union act passed in 2016 by the government</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in the European currency with respect to the US Dollar affects the exports</li> <li>2.Fluctuations in the prices of the raw materials used in manufacturing</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Increase in consumer focus on safety and sustainability</li> <li>2.Culture and social value initiatives increasing brand value</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Trends of automation and use of artificial intelligence to improve efficiency</li> <li>2.Capabilities of wireless connectivity in tyre industry</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Regular updating of the Group Anti-corruption Compliance programme adopted by Pirelli</li> <li>2.Trade agreements facilitated by the EU with the rubber producing countries</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Sustainable production and supply chain as per UN standards</li> <li>2.Sustainable management of natural rubber</li> <li>3 Plastic Strategy adopted by the EU to address tire waste</li> </ol>

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