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ALFA LAVAL SWOT & PESTLE ANALYSIS

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Company Name : Alfa Laval

Company Sector : Engineering and Capital Goods

Operating Geography : Sweden, Europe, Global

About the Company :

Alfa Laval Company is a Swedish firm, founded in 1883 by Gustaf de Laval and Oscar Lamm. It deals with the production of specialized products and solutions for heavy industry. The company is headquartered in Lund, Sweden. The products are used to heat, cool, separate and transport such products as oil, water, chemicals, beverages, foodstuffs, starch and pharmaceuticals. It has more than 3700 patents which provide worldwide solutions in areas that are vital to society both for the present and for the future. Alfa Laval's worldwide organization helps customers in nearly 100 countries to optimize their processes. As of early 2021, it has 42 major production units and has approximately 16,882 employees. Its products are also used in nuclear power, onboard vessels; and in the engineering sector, mining industry and refinery sector as well as treating wastewater and creating a comfortable indoor climate. Alfa Laval also received the 2018 GREEN4SEA Technology Award.

Alfa Laval has been recognized as a supplier of high-quality products, providing value for their customers. This value is summarized in their mission statement which reads: "To optimize the performance of our customer's processes. Time and time again." Alfa Laval's vision statement reads "To create better everyday conditions for people." The Company's USP or unique selling proposition lies in being the world leader within the key technology areas of heat transfer, separation and fluid handling. The Company focuses on innovation and new ways of thinking since its inception. It makes continuous and consistent investments designed to build, strengthen and develop the company's global market leadership.

Revenue :

SEK 41.46 billion – FY ending 31st December 2020

SEK 46.52 billion - FY ending 31st December 2019 (y-o-y growth 14.38%)

SEK 40.67 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Alfa Laval is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Increased focus on developing service business 2.Focus on innovation through research and development 3.World leader in key technologies areas of heat transfer, separation and fluid handling 4.Expertise in a wide range of products and services globally 	<ul style="list-style-type: none"> 1.Embroided in asbestos-related lawsuits 2.Decline in the growth of Fluid handling sector from previous decade
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunities in clean waste energy and energy storage 2.Demand for connectivity enabled products 3.Optimizing the fuel line to acknowledge 2020 fuel challenges 4.3D Printing enabling faster production 	<ul style="list-style-type: none"> 1.Global operations of the Group exposed to currency risks 2.Impact of Covid-19 on business and increased risk of bad debts 3.Increase and supply in prices of raw materials such as titanium 4.Dynamic trends in industry requires huge investments

PESTLE Analysis :

The PESTLE Analysis for Alfa Laval is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Brexit impacting supplier and customer relationship 2. Impact of the US /China trade conflict: 3. United States sanctions against Iran impacting investments 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. A steady and higher GDP growth in Sweden compared to EU 2. Globalization and opportunities in future markets such as BRICS
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Need for more skilled people in the manufacturing industry 2. Increasing middle class and urbanization rates to increase demand for food 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Revolutionizing manufacturing through Industry 4.0 2. Leveraging technology to limit damage from oil spills
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. AHRI certificate to ensure health and safety 2. Ethics, legal and social responsibility 3. Climate policies to control industrial emission 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Working towards a sustainable energy supply 2. Working with customers to build a sustainable society

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