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ALSTOM SWOT & PESTLE ANALYSIS

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Company Name : Alstom

Company Sector : Industrials, Transportation Equipment

Operating Geography : France, Europe, Global

About the Company : Alstom SA is a French multinational company with its headquarters in Saint-Ouen, France. The company operates worldwide in rail transport markets offering a plethora of products, developing its own systems, equipment, and services for railway transportation alongside. The main products of Alstom include rolling stock, signaling, tracks, switchgear, auxiliary converters, traction transformers, clever, motors, bogies, traction, switchgear, dispend dampers, and sliding doors, and it also provides maintenance, repairing, designing, and manufacturing services. The company is a leading global player in the industry and has further strengthened its position through the acquisition of Bombardier Transportation in February 2020. The company has around 36,300 people in over 60 countries. The company is trying to achieve a growth by offering greater value to the customers and investing in innovative smarter and greener mobility solutions that will increase their efficiency. Alstom hopes to be the leading global innovative player for a sustainable and smart mobility. The mission statement of Alstom reads, “We strive to provide them with the most efficient and digital mobility systems, while further improving the environmental friendliness of our solutions.”

Revenue :

8.20 billion – FY ended 31st March, 2020 (YoY growth 10.3%)

8.07 billion - FY ended 31st March, 2019

SWOT Analysis :

The SWOT Analysis for Alstom is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strategic and successful Mergers& Acquisitions 2.Strong research and development capabilities 3.Excellent working environment and HR policies 4.Diverse portfolio of products and solutions 5.Unique multiregional footprint increasing the company's success and competitive advantage 6.Strong financial position of the company 	<ol style="list-style-type: none"> 1. Duopoly charges against Alstom 2. Multiple bribery charges worldwide
Opportunities	Threats
<ol style="list-style-type: none"> 1.Significant growth in global rolling stock market 2.Scope for innovation and development in the area of smart mobility 3.Urbanization to drive growth in rail traffic 4.Globally and locally based competitors in the railway industry 	<ol style="list-style-type: none"> 1. Business loss due to pandemic outbreak 2. Cyber security threats in the rail industry 3. Threat of disruptive technologies

PESTLE Analysis :

The PESTLE Analysis for Alstom is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Brexit on business</p>	<p style="text-align: center;">Economical</p> <p>1. Impact of COVID-19 on economy and business</p> <p>2. Impact of fluctuations in currency exchange rates</p>
<p style="text-align: center;">Social</p> <p>1.Integrating social and environmental sustainability into business strategy</p> <p>2.Increasing urbanization to drive growth mass transport systems</p>	<p style="text-align: center;">Technological</p> <p>1. Use of digital solutions by Alstom to make smart mobility</p> <p>2. Open and agile innovation and partnerships</p>
<p style="text-align: center;">Legal</p> <p>1.Foreign bribery charges against Alstom</p> <p>2.Legal battle between Alstom SA and GE over breach of train signal sales contract</p>	<p style="text-align: center;">Environmental</p> <p>1. Inclination of the transportation industry towards greener mobility</p> <p>2. Pioneering efforts of Alstom to curb climate change</p>

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