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## LEGRAND SWOT & PESTLE ANALYSIS

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**Company Name :** Legrand

**Company Sector :** Electrical Solutions

**Operating Geography :** France, Europe, Global

**About the Company :**

Legrand is a France-based Industrial group that primarily specializes in the operation and distribution of products and systems for electrical installations and information networks. Legrand is the 'global specialist' in electrical and digital infrastructures. The group is ethically based in Limoges in the Limousin region with a workforce of approximately 39000 employees as of 2020 in over 90 countries. Legrand offers an intricate range of more than 300,000 product solutions and systems that meet innovative and sustainable standards. The company was founded in 1904 by Frederic Legrand and Emilie Betoule, which later evolved to Legrand & Co in 1926.

Legrand's growth, is based on its history of innovation, subsequent launches of value-added products, and pioneer in targeting and acquiring small or medium sized companies that are beneficial for the Group's business whilst enjoying leading positions on the markets. The company implements growth strategies which are the prime drivers for its success as they incorporate technologies that expand with evolving times. The company has secured several awards to its name, namely the Electronic House Product of the Year Award 2017 among others.

Legrand's unique selling proposition or USP lies in being the worldwide leader in the design, manufacture and distribution of low-voltage fittings and accessories. Legrand's mission statement reads, "To provide the foundation for amazing AV experiences through innovative solutions and exceptional service that solve our customers' AV integration and technology challenges."

**Revenue :**

EUR 6,622.3 million – for the year 2019 (Growth 10.42%)

EUR 5,997.2 million – for the year 2018

## SWOT Analysis :

The SWOT Analysis for Legrand is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Growing through acquisition and mergers</li> <li>2.Strong presence across global markets in electrical and digital building infrastructure.</li> <li>3.Huge market and broad portfolio of products.</li> <li>4.Consistent financial performance for over a decade</li> <li>5.Delivering innovative products to its customer base</li> </ol>	<ol style="list-style-type: none"> <li>1.In the era of e-commerce, Legrand needs to shift sales gear</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.IoT driving growth in digital infrastructure</li> <li>2.Vital opportunity in making smart cities or digitally enabled infrastructure</li> <li>3.Exploring rural market through sustainable energy</li> <li>4.Growth potential in new economies</li> </ol>	<ol style="list-style-type: none"> <li>1.Increasing competition in power solutions sector</li> <li>2.Worldwide economic slowdown and financial crisis will impact revenue</li> <li>3.Cybersecurity threats to digital infrastructure systems and associated networks</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Legrand is given below:

Political	Economical
1.Impact of corruption probe on the company	1.Impact of global health crisis on economy and Legrand's business 2.Strong economic fundamentals in target market
Social	Technological
1.Striving to women to promote gender equality across the organization 2.Growing urbanization and energy efficiency concerns increasing demand for smart and sustainable power solutions. 3.Increasing adoption of digital lifestyles 4.Ageing population to accelerate growth in assisted living market	1.Incorporation of Alexa into home support system will be a game changing initiative. 2.Development of connected products leveraging IOT
Legal	Environmental
1.Compliance with RoHS (Restriction of Hazardous Substances) directive 2.Compliance with the requirements of the European REACH regulation	1.Reduction of energy footprint and Initiatives to combat climate change 2.Helping customers achieve energy efficiency 3.Optimization of materials to reduce environmental impact

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