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ELECTROLUX SWOT & PESTLE ANALYSIS

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Company Name : Electrolux

Company Sector : Home Appliances

Operating Geography : Sweden, Europe, Global

About the Company :

Electrolux is a Swedish multinational home appliance manufacturer, headquartered in Stockholm, Sweden. It was founded in 1919 by Axel Wenner-Gren. Electrolux products include refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Its brands include Electrolux, AEG, Anova, Frigidaire, Westinghouse and Zanussi. The Electrolux Group is organized into five business areas. There are four regional consumer-focused business areas and one global business area- Europe, North America, Latin America, Asia-Pacific, Middle East and Africa. It has received the Top Employee Award 2020 in seven of its largest European markets for its exceptional employee conditions and for being an advanced employer in Europe.

Electrolux's mission statement reads, "We reinvent taste, care and wellbeing experiences for more enjoyable and sustainable living around the world." Electrolux's vision statement reads, "We will be the appliance company in the world, as measured by our customers, employees and shareholders." Electrolux's USP or unique selling proposition lies in being the world's second largest appliance company and selling around 60 million products in more than 150 markets every year.

Revenue :

SEK 118,981 million – FY ended 31st December 2019 (y-o-y growth of 3%)

SEK 115,463 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Electrolux is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global leader in household appliances with a strong international presence 2.Strong focus on innovation to improve the consumer experience 3.Robust history of creating value by sustainability leadership 4.Well-positioned with consumer-focused business model giving it a competitive advantage in a changing world 5.Leading position in sustainability and resource efficient products 6.Professional expertise in cooking and laundry driving innovation 	<ul style="list-style-type: none"> 1.Low revenue share from Asia-Pacific, Middle East and Africa 2.Production issues in U.S. factory causing capacity constraints
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investments in digitalization, automation and modularization to increase efficiency 2.Driving sustainable consumer experience by strengthening innovation platform 3.Urbanization and growing global middle class to drive growth in consumer appliances 	<ul style="list-style-type: none"> 1.Adverse impacts of trade war including steel tariffs and fuel costs inflation 3.Price competition in major markets

PESTLE Analysis :

The PESTLE Analysis for Electrolux is given below:

Political	Economical
1.Impact of political uncertainties associated with Brexit, civil unrest in Middle East	1.Imposition of the US steel tariffs and raw material costs leading to price hikes 2.Fluctuations in currency exchange rates
Social	Technological
1.Megatrends in the appliance industry like the growing middle class and consumer power	1.Transformation of T&E with the help of AI 2.Introducing voice control in the kitchen for a more intuitive customer experience 3.Shaping the white goods market with advanced technologies like big data
Legal	Environmental
1.Impacts of the asbestos litigations and claims in the U.S.	1.Reduction of environmental impacts by inventing better solutions and operations 2.Establishing climate targets by reduced energy consumption and sustainable value chain

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