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EATON CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Eaton Corporation

Company Sector : Power management solutions

Operating Geography : United States, North America, Global

About the Company :

Eaton Corporation is an Irish-domiciled multinational power management company founded in 1911 by Joseph Oriel Eaton II and Viggo Torbensen. Its headquarters are situated in Beachwood, Ohio, United States. Its energy-efficient products and services help customers effectively manage electrical, hydraulic and mechanical power more reliably, efficiently, safely and sustainably. As of 2020, the company operates in more than 175 countries with over 97,000 employees. The company's electrical products help utilities generate, transmit and distribute power. Eaton Corporation's solutions range from circuit breakers to switchgear to machine controls to LED lighting. The Company's energy-efficient products and services help customers effectively manage electrical, hydraulic and mechanical power more reliably, efficiently, safely and sustainably. Eaton offers a full portfolio of backup power and surge protection, providing maximum uptime and guarding against power surges or outages.

Eaton Corporation's mission and vision statement reads, "To improve the quality of life and the environment through the use of power management technologies and services." It was named one of Corporate Responsibility's Magazine's "100 Best Corporate Citizens" for the 12th consecutive year. Eaton's USP or unique selling proposition lies in being the World's Most Admired Companies with a diverse work force. It prides itself in being a highly ethical enterprise with a promise of Doing Business Right that mirrors their unwavering commitment to the highest ethical practices and standards of behavior. This is a powerful distinguishing characteristic and a key competitive advantage of the native Irish power firm.

Revenue :

US\$ 21,390 million – FY ended 31st December 2019 (y-o-y increase of (-) 1%)

US\$ 21,609 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Eaton Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Robust portfolio of market-leading businesses 2. Transitioning into intelligent power management company 3. Consistent top line growth and cashflow generation 4. Highly environment conscious with sustainable business approach 	<ul style="list-style-type: none"> 1. Aerospace and automotive markets exposure making Eaton vulnerable to adverse impact of economic downturn
Opportunities	Threats
<ul style="list-style-type: none"> 1. Providing better experience to data centre customers with the help of PDI 2. Investments in intelligent power solutions such as redesigning PredictPulse remote monitoring 3. Increasingly urban, electrified and connected world 4. Strong estimated cash reserves to re-deploy over the next three years 	<ul style="list-style-type: none"> 1. Aggressive competition from falling LED prices 2. Targeted by politicians over tax inversion practice 3. Trade disputes may impact business growth

PESTLE Analysis :

The PESTLE Analysis for Eaton Corporation is given below:

Political	Economical
1.Collaboration with government to obtain funding for R&D programmes 2.Irish domicile of the company leading to political attacks	1.Headwinds like falling LED prices resulting in intense competition
Social	Technological
1.Increasing number of environmentally conscious customers 2.Growing population exerting pressure on the food production and water resources	1.Adoption of digital connectivity (IoT) upon the advent of Industry 4.0 2.Launch of electrical solutions empowering intelligent platforms
Legal	Environmental
1.Regulations related to packaging waste minimization 2.Adherence to environmental protection laws for use and disposal of certain substances	1.Design of the environment (DfE) plan based on circular economy 2.Transition towards a low carbon future

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