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BAE SYSTEMS SWOT & PESTLE ANALYSIS

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Company Name : BAE Systems

Company Sector : Defense & Aerospace

Operating Geography : UK, Europe, Global

About the Company :

BAE Systems operates and develops advanced defense and aerospace systems internationally. Headquartered in London and Farnborough, UK, the Group engages in the provision of surface ships, submarines, radar, military aircraft, avionics, communications, electronics, and controlled weapon systems. The company employs a highly skilled workforce of over 85,000 people as of 2020 in more than 40 countries and their economic development is closely integrated by the transfer of wisdom, skills and technology. It was formed in 1999 after the fusion of British Aerospace PLC (BAe) with Marconi Electronic Systems. As a result, BAE Systems is the successor to various popular British aircraft, defense electronics and warship manufacturers. The company is diligently taking strides towards sustainability since 2001—according to their annual report, they are actively contributing towards the UN Sustainable Development Goals and are increasing stringency of environmental legislation. This British multinational defense, security, and aerospace company's businesses span everything from electronic warfare systems to intelligence gathering to armored vehicles.

BAE Systems' unique selling proposition or USP lies in being the largest defence contractor in Europe and one of the largest defense companies in the world. BAE Systems' mission statement reads, "To provide a vital advantage to help our customers protect what really matters." BAE Systems' vision statement reads, "To be the premier international defence, aerospace and security company."

Revenue :

GBP 18,305 million – FY ended 31st December 2019 (y-o-y increase of 8.82%)

GBP 16,821 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for BAE Systems is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Rapid and robust growth in the US electronic business 2.Highly intensive and leading-edge technology development 3.One of the largest global defence and security company with leading positions in its principal markets 4.Strong, established positions in the air, maritime, land and cyber domains 5.Strong Board employee engagement in-line with inclusion value 	<ul style="list-style-type: none"> 1.Increase in the Recordable Accident Rate signalling poor safety measures
Opportunities	Threats
<ul style="list-style-type: none"> 1.Further investment in R&D backed by tech-focused acquisitions 2.Restructuring of the portfolio interests by divesting or disposing the shareholding 3.Expansion into international geographic markets through strong bid pipelines 4.Cyber & Intelligence business an important driver for future growth 	<ul style="list-style-type: none"> 1.Highly susceptible to the economy's conditions and governmental regulations 2.Backlash and ban on arm sales to Saudi may impact business

PESTLE Analysis :

The PESTLE Analysis for BAE Systems is given below:

Political	Economical
1.Conflict in Yemen affecting license grant to Saudi Arabia 2. Impact of the UK's exit from EU on the business segments and bid contracts	1.International exports boosting the economy, aided by the government 2.Volatility in currency exchange rates may impact bottom-line
Social	Technological
1.Measures taken for growth in workforce by sustaining jobs and key skills 2.Initiatives to develop world-class engineering skills like opening of skills & knowledge academy at Barrow 3.Constructive relationships with the US and UK trade unions	1.Adoption of various new, multi-functional technology like the Hedgehog technology 2.Developing advanced defence seeker technology with THAAD weapon system 3.Leveraging 3D printing to ramp up production process
Legal	Environmental
1.Special Security Agreement with the United States 2.Governmental commitment and policy such as the NATO Commitment	1.Electric power and propulsion systems in transit buses to reduce emission

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