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## LEONARDO S.P.A SWOT & PESTLE ANALYSIS

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**Company Name :** Leonardo S.p.A

**Company Sector :** Aerospace and Defense

**Operating Geography :** Italy, Europe, Global

**About the Company :** Leonardo S.p.A is a multinational company based in Italy. Its headquarters are located in Rome. Founded in 1948, it was formerly known as Finmeccanica and adopted its current name in 2007 after the famous inventor Leonardo Da Vinci. It has a consolidated industrial presence in Italy, the United Kingdom, Poland and the United States with 180 sites across the globe. The company is primarily involved in aerospace, defense and security. The Company operates in seven business sectors, such as Helicopters, Defense and Security, Electronics, Aeronautics, Space, Defense Systems and Other Activities. In addition, the Company operates through subsidiaries and joint ventures, including DRS Technologies Group (defense products, services and integrated support), Telespazio Group (providers of satellite services), Thales Alenia Space Group (satellite services and space manufacture), MBDA Group (missile systems), GIE ATR (regional aircraft) and Sistemi Dinamici SpA.

It is partially owned by the Italian government which holds approximately 30.2% of the company's shares and is its largest shareholder. Leonardo currently holds position amongst the top ten of the industry. Its operations are divided into five primary segments - Helicopters, Aircraft, Aerostructures, Electronics and Cybersecurity. Services like unmanned systems and satellite systems are also provided.

The company employs 46000 employees across 150 countries as of 2020. Leonardo features on the Borsa Italiana and is also a part of the FTSE MIB and Dow Jones Sustainability Indices. Leonardo S.p.A believes “Our identity is a universe steeped in people, values and aspirations. Our Purpose and Mission are the perfect synthesis of these elements, conveying the deepest sense of who we are, what we do and what we want to become. Leonardo’s mission is “To be the international Aerospace, Defense and Security company that best enables its customers’ success, by thinking creatively and working with passion.”

**Revenue :**

EUR 13,784 million – FY ended 31st December 2019 (y-o-y increase of 12.6%)

EUR 12,240 million – FY ended 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Leonardo S.p.A is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Significant international market presence</li> <li>2. Leadership positions in priority sectors</li> <li>3. Involved in the creation of innovative and cutting-edge technologies and products</li> <li>4. Strong and comprehensive product range</li> <li>5. Diversified order backlog across business units</li> <li>6. Strengthening position in the US domestic market</li> </ul>	<ul style="list-style-type: none"> <li>1. False accounting and corruption charges leading to damage in reputation</li> <li>2. Company banned in Indian markets due to allegations of bribery</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Promoting diversity in order intake through internationalisation</li> <li>2. Delivering long-term sustainable growth by prioritizing customer support &amp; training and army modernisation</li> <li>3. Strong overall defence sector market potential over the next decade</li> <li>4. Significant R&amp;D investments to drive growth and innovation</li> </ul>	<ul style="list-style-type: none"> <li>1. Growing levels of competition in the civil sector</li> <li>2. Uncertainties related to the US elections</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Leonardo S.p.A is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Geopolitical uncertainties driving defence spending 2.Brexit risks on UK and Europe defence sector</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Slowdown in European economies due to trade woes and austerity measures may impact defence budgets</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Focus on training and enhancement of employee competencies</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Usage of real-time diagnostics to increase safety 2.Investments in disruptive technologies and innovative products 3.Increased use of advanced technologies upon advent of Industry 4.0 in defense sector</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Share fall due to involvement in corruption scandals 2.Allegations on illegal payments to win helicopter contracts</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Development of innovative solutions to promote sustainable mobility 2.Mitigation of climate change effects by adopting initiatives</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Leonardo S.p.A** SWOT & PESTLE Analysis is a paid report at **21 U.S.D.**



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