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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 : North America, Europe, Asia Pacific, Middle East and Africa

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 a position amongst the top ten in 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. In 2022, Leonardo initiated an extensive project aimed at transforming the way people perceive their work, both within and outside the organization. This project revolves around prioritizing individual well-being as the cornerstone of overall organizational well-being. Leonardo features on the Borsa Italiana and is also a part of the FTSE MIB and Dow Jones Sustainability Indices. As of 2023, it has around 51,000 employees worldwide.

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 14,713 billion – FY ending 31st December 2022 (y-o-y growth of +4.1%)

EUR 14,135 billion – FY ending 31st December 2021

SWOT Analysis :

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

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

PESTLE Analysis :

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

Political	Economical
1.Geopolitical uncertainties driving defense spending 2.Spending of national governments may affect business performance	1.Exposure to foreign currency exchange rate fluctuations
Social	Technological
1.Focus on training and enhancement of employee competencies	1.Navigating evolving technological landscapes 2.Investments in disruptive technologies and innovative products 3.Increased use of advanced technologies upon the advent of Industry 4.0 in the defense sector
Legal	Environmental
1.Navigating complex and regulated markets 2.Mitigating fraud and corruption risks at Leonardo S.p.A	1.Development of innovative solutions to promote sustainable mobility 2.Mitigation of climate change effects by adopting initiatives

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