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MAN GROUP SWOT & PESTLE ANALYSIS

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Company Name : Man Group

Company Sector : Automotive - Commercial Vehicles and Transportation Solutions

Operating Geography : Germany, Europe, Global

About the Company : MAN Group is based in Munich, Germany and one of the Europe's leading commercial vehicle manufacturer with the goal of offering its customers innovative transportation solutions, generating profitable international growth, and increasing its enterprise value in a sustainable way. The key success factors are technology leadership, consistent customer orientation and the continuous expansion of the after-sales business. The MAN Group comprises of two divisions – MAN Truck & Bus and MAN Latin America. MAN Truck & Bus is one of Europe's leading manufacturers of commercial vehicles and evolving into a provider of intelligent, sustainable transportation solutions. It has production locations in three European countries and in Russia, South Africa and Turkey. The product portfolio includes Vans, trucks, buses, diesel and gas engines as well services related to passenger transport and the transport of goods. On the other hand, MAN Latin America is one of the largest manufacturers of trucks and buses in Brazil and can look back on a history spanning more than 35 years. MAN, Latin America has a nationwide sales and service network in Brazil and neighboring countries. Also, they have a very extensive dealer network in these regions which comprises 349 dealers, including 144 exclusive sales and service partners in Brazil. To secure its current market position and future growth, MAN Truck & Bus renovated existing facilities and continued its ongoing efforts to strengthen and expand its global sales and service network. MAN Group has over 39,000 employees as of early 2020.

Revenue :

12.7 billion - Fiscal Year ended 2019 (YoY growth of 5%)

12.1 billion - Fiscal Year ended 2018

SWOT Analysis :

The SWOT Analysis for Man Group is given below:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> 1. One of the leading commercial manufacturers globally 2. Continuous Research and Development 3. Motivated and trained workforce with low turnover 4. Efficient and environment friendly products and services | <ul style="list-style-type: none"> 1. Declining operating profit over the years 2. Large number of legal disputes and claims |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. More penetration in emerging economies and developing countries 2. Market shift towards environment friendly vehicles 3. Digital transformation opening up whole new business opportunities | <ul style="list-style-type: none"> 1. Increasingly high competition in commercial automobile segment 2. Legal requirements and obligations 3. Risks associated with manufacturing facilities 4. Complying with stringent environmental regulations |

PESTLE Analysis :

The PESTLE Analysis for Man Group is given below:

| | |
|--|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political stability and levels of corruption 2. Taxation Policy and change in tax rates 3. Trade regulations and increase in trade barriers | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Global economic and business conditions 2. Exchange rates & currency fluctuations 3. Financial and Market risks |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Increasingly focus on the safety function 2. Building up of socially responsible image | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Integration of technology in the processes 2. Cyber security and associated risks 3. Digitization in the commercial vehicle industry |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Compliance with various legal regulations 2. Increasingly stringent data protection laws 3. Legal disputes and claims over damages of vehicles | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Disposal of waste materials in compliance with environmental norms 2. Complying with environmental emission regulations 3. Increasing demand for environment friendly vehicles |

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