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SAFRAN S.A. SWOT & PESTLE ANALYSIS

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Company Name : Safran S.A.

Company Sector : Aerospace and Defense

Operating Geography : France, Europe, Global

About the Company : Safran S.A. is a French multinational company founded in 2005. It is a multinational aircraft engine, rocket engine, aerospace-component and defense company. A merger between the aircraft and rocket engine manufacturer and aerospace component manufacturer group SNECMA and the security company SAGEM, resulted in the birth of Safran in 2005. Safran took control of Zodiac Aerospace in 2018, significantly expanding its aircraft equipment activities. Safran is headquartered in Paris and employs over 95,000 people as of 2020. The name 'Safran' translates as rudder blade and also as saffron, which is attributed with triggering early international trade. A launcher joint venture called Airbus Safran Launchers was created by Safran with Airbus Group in May, 2015. The Safran group is divided into three main branches; the first is the Aerospace Propulsion branch which groups all operations concerning the propulsion of aeroplanes, helicopters, missiles, and launchers, for the civil aviation, military aviation, and space markets: design, production, marketing, testing, maintenance, repair, and overhaul (MRO). The second division comprises the Aircraft Equipment, Defense and Aerosystems branch which oversees all design, production, sales, and support operations for systems and equipment used by civil and military airplanes and helicopters, and the third is the Aircraft Interiors branch which groups the cabin interiors, passenger and technical seats, cabin equipment and solutions focused on passenger comfort. This French defence MNC features on the Euronext stock exchange's list and is a part of the CAC 40 and Euro Stoxx 50 indices.

Safran's Unique Selling Proposition or USP lies in it being the leading international high-technology group and top-notch supplier of systems and equipment in the Aerospace and Defence markets. Safran's mission statement reads "Safran is helping America's armed forces and those of allied nations around the world meet their missions with a wide range of advanced

technologies – many of which are produced and supported by Safran businesses in the United States."

Revenue :

EUR 24,640 million – FY ended 31st December 2019 (y-o-y increase of 17.1%)

EUR 21,050 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Safran S.A. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Multiple contracts with airlines for provision of aircraft interiors and equipment 2. International high technology group with a strong global presence 3. Strong position as market leader in its business segments 4. Balanced portfolio across aerospace and defence sector 5. Highly advanced and innovative solutions due to intensive investments in R&D 6. One Safran initiative- a key success factor 	<ol style="list-style-type: none"> 1. Quality issues with interiors by Safran in A350s
Opportunities	Threats
<ol style="list-style-type: none"> 1. Rising momentum in civil aviation traffic 2. Significant progress in Aerospace Propulsion segment due to ramped up deliveries of LEAP engines 3. Defence budgets increasing steadily across the globe driven by armed conflict and geopolitical tension 4. Investing in digital technologies and transformation 	<ol style="list-style-type: none"> 1. Challenges in the aerospace market upon hard deal Brexit 2. Growing competition at a global level due to strong sector growth

PESTLE Analysis :

The PESTLE Analysis for Safran S.A. is given below:

<p>Political</p> <p>1.Repercussions of a hard Brexit on the aerospace sector</p> <p>2.Increase in armed conflict and geopolitical tension to drive defence growth</p>	<p>Economical</p> <p>1.Complications arising due to the pandemic crisis</p>
<p>Social</p> <p>1.Expectations from the civil aviation sector in dealing with environmental challenges</p>	<p>Technological</p> <p>1.Deployment of drone systems for maritime environment surveillance</p> <p>2.Leveraging advanced technologies like Big Data and 3D printing in business processes</p>
<p>Legal</p> <p>1.Legal actions or penalties originating from liabilities with suppliers and clients</p> <p>2.Aviation safety under increasing scrutiny by regulators and the public</p>	<p>Environmental</p> <p>1.Harmonious development of air transport by noise reduction</p> <p>2.Innovating sustainable products to lower the carbon emissions and fight against climate change</p>

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