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SULZER SWOT & PESTLE ANALYSIS

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Company Name : Sulzer

Company Sector : Industrial Engineering and Manufacturing

Operating Geography : Switzerland, Europe, Global

About the Company : Sulzer Ltd. founded in 1775 as Sulzer Brothers Ltd. is a swiss manufacturing and industrial engineering firm which was founded by Salomon Sulzer Bernet in Switzerland. Its products are mainly pumps, applicators, plant engineering and rotating equipment service, waste water treatment, process technology, Chemtech etc. This company generally specializes in agitation, separation, pumping, mixing and fluid application technologies. The Swiss engineering company mainly focuses on quality, innovation and performance. Its world class responsive network of production facilities and services makes it a global leader in the field of fluid engineering. It's a publicly traded organization having subsidiaries across the world. It has shares registered at the SIX Swiss exchange and 48.83% of the share capital is being held by Renova Group. Across the world, this company has 100 service centers and 50 manufacturing facilities. The company's values are based on operational excellence which will catalyze its fast pace, promote customer partnership and curate committed people. With all these factors taken into consideration, Sulzer has grown to be a trusted, reliable partner for its customers.

Sulzer's USP or unique selling proposition lies in being a global leader in fluid engineering. It has approximately 16,506 employees as of 2020.

Revenue :

CHF 3,728 million – FY ended Dec 31st 2019 (year-on-year growth of 10.8%)

CHF 3,365 million – FY ended Dec 31st 2018

SWOT Analysis :

The SWOT Analysis for Sulzer is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Comprehensive product portfolio 2.Reputation for high quality and safety 3.Innovation and Strong Technical Expertise 4.Reputation for high quality and safety 5.World leader in separation and mixing technology 6.Pump equipment reported record order intake and sales 	<ol style="list-style-type: none"> 1.High Production costs 2.Inventory build-up and turnover issues
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growth potential in renewable sector 2.Rising adoption of new technologies 3.Expanding business in more emerging markets 4.Capturing the rapidly booming drug delivery devices market 	<ol style="list-style-type: none"> 1.Sluggish economic growth and Forex variation 2.Pricing pressures due to duplicates 3.Dragged into the sanctions net for being owned by a Russian oligarch

PESTLE Analysis :

The PESTLE Analysis for Sulzer is given below:

Political	Economical
1.Ban on plastics by government	1.Sluggish Economic growth to the COVID-19 pandemic 2.Imposition of sanctions by the U.S
Social	Technological
1.Lack of clean water supplies and sanitation 2.Increasing urbanization and smart cities to surge demand for water supply	1.Cutting Edge Technologies making pumps highly efficient and easy to maintain
Legal	Environmental
1.Restructuring of compliance systems following violations 2. Product safety concerns	1.Reduced share of hazardous waste and improved water management 2. Minimizing health hazards by developing energy efficient solution 3. Turning plastic wastes into fuel

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