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SAAB AB SWOT & PESTLE ANALYSIS

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Company Name : Saab AB

Company Sector : Aerospace and Defense

Operating Geography : Sweden, Europe, Global

About the Company : Saab AB is a Sweden based company that serves military defense and security markets by offering them products, services, and solutions primarily in Europe, South Africa, Australia, and the United States. Saab AB was founded in 1937 and is headquartered in Stockholm, Sweden. The company has restructured itself to operate mainly in five segments as Aeronautics, Dynamics, Electronic Defense Systems, Security and Defense Solutions, and Support and Services. The restructuring was undertaken to become more market and customer-oriented. In March 2010, Investor AB became the major shareholder in the company. As of August 2020, Investor AB owns a 30.16% stake in the company and is the majority owner.

The Aeronautics segment offers a wide array of solutions like airborne systems, associated subsystems, unmanned aerial systems, which ensures the safety of customers and provides a platform for commercial aerospace industries. The Dynamics segment designs innovative solutions in the form of missile systems, torpedoes, and sensor systems. The Electronic Defense Systems segment supplies solutions for surveillance, threat detection and location, platform and force protection, and avionics. The Security and Defense Solutions segment provides airborne early warning systems, civil security systems and solutions, and training and simulation systems. The Support and Services segment offers integrated support, maintenance, logistics, and regional aircraft support services. The vision of Saab AB states, "It is a human right to feel safe." The company works closely with customers, continuously developing our portfolio, focusing on operating efficiency, and embracing innovation as a business-critical imperative. It concentrates on sustainable operations by placing its mission "To develop innovative, high-tech and cost-efficient military systems to keep society and people safe."

Revenue :

SEK 35,433 million – FY ended Dec 2019

SWOT Analysis :

The SWOT Analysis for Saab AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Unique global position for continuous growth 2.Constant focus on profitable growth markets 3.Optimizing portfolio for increased competitiveness 4.Technologically advanced security and defense capabilities 	<ul style="list-style-type: none"> 1.Need to reduce significant environmental impact actively
Opportunities	Threats
<ul style="list-style-type: none"> 1.Refining innovations to lead the development of cost-efficient systems 2.Conscious investment in research and development 3.Enhancing the efficiency of compliance programs leads to sustainable profitability 4.Increasing geopolitical tensions driving defense budgets 	<ul style="list-style-type: none"> 1.Management of the information and cyber-related issues 2.Dependence on new contracts and increased competition 3.Operations are highly dependent on laws and regulations of the country

PESTLE Analysis :

The PESTLE Analysis for Saab AB is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Regulation in national and international conventions creates uncertainties 2.Geopolitical and macroeconomic situations affect economic growth 3.Local political laws significantly impact new defense contracts 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Interest rate and currency risk modify the market value of products 2.Counterparty and financing of products affect credit risk 3.Local and international tax guidelines affect the company's operations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Health and safety of employees are prime attributes driving the industry 2.Responsible supplier and export relationships should be the primary focus 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Continuous innovation and spreading awareness among researchers 2.Handling of information and cyber-related risks are integral to the growth
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Permit changes for exports affect trade barriers 2.Infringement of property rights hinders business expansion 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Focusing on environmentally sustainable innovations 2.Keeping a tab on the environmental impact of operations and products 3.Continuous resource efficiency and phase out hazardous products

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Client Support:
support@swotandpestle.com