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ELBIT SYSTEMS SWOT & PESTLE ANALYSIS

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Company Name : Elbit Systems

Company Sector : Defense

Operating Geography : Israel, Middle East, Global

About the Company : Elbit Systems Limited is an Israeli company primarily engaged in defense and homeland security arenas. It was established in 1966 by Elron Electronic Industries and is headquartered in Haifa, Israel. It is one of the top 40 armament manufacturing companies in the world having a revenue of \$4508.4 million at the end of 2019. Though the company's major subsidiary is situated in the USA, it also does business in UK, Brazil, and Australia outside of Israel. Other than engaging in defense related activities, Elbit Systems is also prevalent in Commercial Aviation Systems and Aerostructures, IT, medical, and other technical equipment.

Elbit Systems has been hogging the limelight for years. Latest, on September 14, 2020, one of the major subsidiaries of Elbit Systems: Elbit Systems-cyclone was awarded a contract by Lockheed Martin for structural assemblies of F-35 aircraft. In one of the prominent deals on August 31 2020, Elbit Systems of America, LLC was granted an Indefinite Delivery/Indefinite Quantity contract by the Defense Logistics Agency Land to supply the U.S. Armed force with heavy weapons, specialist hand stations, authority hand stations and circuit cards for the Bradley Infantry Fighting Vehicle. For dealing with the coronavirus pandemic, Elbit Systems joined hands with Rambam Healthcare campus to develop EX-TEAMS, a cellular based management and control system. EX-TEAMS is based on an Elbit Systems' Command & Control (C2) technology that was repurposed in recent weeks for management and control of medical workforce and patients. Elbit Systems has also reduced its carbon footprint by a large margin. Direct energy consumption was decreased by 7%, The new target established for water efficiency is a 20% reduction. The company has decreased its consumption of greenhouse gases to a 7% while increasing its manufacturing.

Elbit Systems USP or unique selling proposition lies in being a leading international high technology company engaged in a wide spectrum of projects throughout the world, majorly

focusing on comprehensive defense, homeland security and safety needs. Elbit Systems' vision statement reads "To be a world leading source of innovative, technology-based systems for diverse defense and civilian applications and it's major values revolve around social sustainability, innovation, customer orientation, personal and professional efficiency, and synergy."

Revenue :

USD 4,508.8 million - FY ending 31st December 2019 (y-o-y growth of +22.37%)

USD 3,683.7 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Elbit Systems is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Robust R&D investments and capabilities 2. A strong footprint across the globe 3. Unlikely to get mired with conflict of interest 4. Cordial relationship with different governments grants a leverage in winning contracts 5. A strong operating income, signifying strong functioning of the company 6. Features amongst the top 40 defense manufacturers in terms of revenue 	<ol style="list-style-type: none"> 1. Low on marketing knack and gumption 2. Oligopoly structure
Opportunities	Threats
<ol style="list-style-type: none"> 1. Making deeper inroads into the US Market for growth 2. Deploying collaborative Management & Control Technology, like EX-TEAMS to help cope with the Coronavirus 3. Increasing military spending as a share of GDP 4. Homeland security to see a boom driven by the government initiatives to prevent territorial and cross-border wars 5. Achieving accelerated growth through acquisitions and capturing foreign markets 	<ol style="list-style-type: none"> 1. Fluctuations in fuel prices can affect the company's business model and profitability 2. Targeted by campaigners from the Boycott, Divestment and Sanctions movement that protests against Israel's occupation of Palestinian lands 3. Long running dispute with Israel's powerful unions over job security

PESTLE Analysis :

The PESTLE Analysis for Elbit Systems is given below:

Political	Economical
<p>1.Top seed of Israel, the business-friendly prime minister, has brought privatization back to the table</p> <p>2.Western countries are investing to upgrade major defense platforms</p> <p>3.Withdrawal by the US from the Intermediate-Range Nuclear Forces Treaty has sparked defense investments by certain countries</p>	<p>1.Uncertainty of oil market impacts the defense sector at large</p> <p>2.Coronavirus has disrupted the economic and social order in different countries</p>
Social	Technological
<p>1.Social sentiments towards nationalism may affect the business positively</p>	<p>1.Digital technology is reshaping the nature of combat</p> <p>2.UAV (unmanned aerial vehicles) and drones present promising potential</p> <p>3.Implement Open Innovation Strategy to get exposure to new cutting-edge technologies</p>
Legal	Environmental
<p>1.The uncertainty over Brexit laws and regulations not clearing the air for business operations</p>	<p>1.Strive to reduce greenhouse gas effect</p> <p>2.Minimising total energy requirements</p>

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