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ELEKTA SWOT & PESTLE ANALYSIS

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Company Name : Elekta

Company Sector : Healthcare

Operating Geography : Sweden, Europe, Global

About the Company : Elekta is a Swedish human care company which develops and sells clinical solutions for the treatment of cancer and brain disorder. It was founded in 1972, headquartered in Stockholm, Sweden. It provides radiation therapy, radiosurgery, related equipment and clinical management for treating cancer and brain disorders. Elekta was jointly founded by the late Lars Leksell, Professor of Neurosurgery at the Karolinska Institute in Stockholm, Sweden and his son Laurent Leksell. The organisation was founded in order to commercialize the development of the Leksell Stereotactic System, and Gamma Knife.

Elekta's products are mainly divided into four areas, which include Elekta Neuroscience, this area deals in developing solutions for the diagnosis and treatment of neurological diseases. The second area, Elekta Oncology, creates clinical solutions for radiation therapy, which include linear accelerators, integrated imaging systems and clinical solutions for patient positioning and immobilization. Elekta Brachytherapy, is the third area, and is engaged in the treatment of cancer through internal radiation. While the fourth one is the Elekta Software, which develops software solutions for patient information, workflow management along with the treatment planning in oncology. Elekta has been a veteran in precision radiation medicine for almost five decades. It employs more than 4,000 employees worldwide, who are committed to ensure that everyone with cancer in the world has access to more precise and personalized radiotherapy treatments. Elekta Unity was chosen as a silver winner for 2020 Edison Awards, while in the 2020 Best in KLAS, Elekta Versa HD ranked first in the Radiation Therapy category. It also won the Innovation Award at the 2019 Swedish Business in Australia Awards, which was sponsored by the Swedish Australian Chamber of Commerce (SACC).

Elekta's Unique Selling Proposition or USP lies in it being a world-leading provider of cancer management solutions, while offering high quality cancer care with high-end precision, and is

cost-effective and efficient with personalized treatments. It also includes image guided radiation therapy, stereotactic radiotherapy and radiosurgery and advanced software systems, throughout the world. Elekta's mission statement reads "Elekta's aim is to continue to develop our dialog with stakeholders in a respectful manner. Our ability to operate a responsible business is directly related to creating a strong, reputable brand that supports a long-term sustainable market presence and growth.

Revenue :

SEK 14,601 million - FY ending 30th April 2020 (y-o-y growth 7.72%)

SEK 13,555 million - FY ending 30th April 2019

SWOT Analysis :

The SWOT Analysis for Elekta is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global leader in radiotherapy solutions 2.Focus on innovation in Precision Radiation Medicine 3.Strategic acquisitions to boost company's oncology informatics and digital strategy 4.Ranked among world's most ethical companies for second year in a row 5.Consistently strong financial performance 	<ul style="list-style-type: none"> 1.Growing demand for radiotherapy and Cancer care worldwide 2.Increasing cancer cases worldwide leading to a shortage of more than 10,000 linacs globally 3.Demographics and increasing incidence 4.Digitalization to improve oncological health care 5.Shift towards Big Data and cloud computing to drive subscription services
Opportunities	Threats
<ul style="list-style-type: none"> 1.Vulnerable to cyber and security threats 2.Potential exposure to political and economic risk on a global scale 	<ul style="list-style-type: none"> 1.

PESTLE Analysis :

The PESTLE Analysis for Elekta is given below:

Political	Economical
1.Implications of Brexit leading to increase in Inventory for Elekta	1.Impact of Covid-19 on economy and business
Social	Technological
1.Adverse effects of Covid-19 on overall radiotherapy market 2.Promotes socially inclusive and diverse workplace with zero tolerance of differentiation of ethnic backgrounds 3.Rising cancer cases around the globe supporting growth of radiotherapy market	1.Prevalent use of Oncology Information Systems (OIS) for monitoring and documenting patients' records for precise treatment 2.Digital revolution in healthcare and oncology to use tools for decision making through data using AI and Big Data Analytics 3.Radiotherapy industry striving for greater precision also leading to hypofractionation
Legal	Environmental
1.Healthcare \u2013 a highly competitive and regulated industry	1.Underwriting UN Global Compact since 2017 to implement Universal sustainability principles

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