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CARL ZEISS AG SWOT & PESTLE ANALYSIS

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Company Name : Carl Zeiss AG

Company Sector : Medical Equipment & Devices

Operating Geography : Germany, Europe, Global

About the Company :

Carl Zeiss AG is a German company that manufactures optical systems and optoelectronics. It was founded in Jena, Germany in 1846 and is currently headquartered in Oberkochen, Germany. It is a non-listed stock corporation incorporated under German law and parent company of the ZEISS Group. Carl Zeiss AG is the holding of all subsidiaries within Zeiss Group. At present, the ZEISS Group is represented in almost 50 countries. Over 31,000 employees worldwide work at around 30 production sites, 60 sales and service locations and 25 research and development facilities. The largest subsidiaries of Carl Zeiss AG are Carl Zeiss Meditec AG, Carl Zeiss Vision GmbH, Carl Zeiss SMT GmbH, Carl Zeiss IMT GmbH, and Carl Zeiss Microscopy GmbH. Optical devices, microscopes, binoculars, cameras, and eyeglass lenses are major products comprising Carl Zeiss's portfolio. Besides eyeglass lenses, camera and cine lenses, binoculars, and planetariums industries the company also finds its applications in the semiconductor, automobile engineering, biomedical research, and medical technology sectors. Zeiss also manufactures prime and zoom lenses for some film production, apart from making lenses for digital cinema and high-definition video.

Carl Zeiss's mission statement reads "We uniquely enable healthcare professionals worldwide to improve the lives of their patients in ophthalmology, microsurgery and other medical growth sectors. We advance the standards of care with our proven medical technology and application competence. Together with our colleagues at sites all over the world, we work to achieve this goal on a daily basis."

The company's vision statement reads "We are inspired by a clear Vision. We want to be the partner of choice for the doctors and health care professionals in our segments. Being a partner means that we always aspire to understand all aspects of our customers' requirements. We know how doctors, surgeons and medical assistants work and what challenges they face in their jobs. This enables us to help them be successful – at many levels. First and foremost, success means the optimal treatment of patients. Success, of course, can also mean being cost-efficient, achieving pioneering results as a scientist or offering what other doctors do not."

Revenue :

6.43 billion - FY ending 30th September 2019 (y-o-y growth of +11%)

5.82 billion - FY ending 30th September 2018

SWOT Analysis :

The SWOT Analysis for Carl Zeiss AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diverse portfolio of products 2.Successful mergers and acquisitions 3.Strong focus on technology and innovation 4.Continuous revenue growth of the company 	<ul style="list-style-type: none"> 1.Dependence on the capital goods industry
Opportunities	Threats
<ul style="list-style-type: none"> 1.Emergence of 5G Technology 2.Growth in the global optoelectronics market 3.Future scope for EUV Lithography Market 4.Growth of medical technology 	<ul style="list-style-type: none"> 1.Slowing down of semiconductor manufacturing industry 2.Innovation risks for the company 3.Tough competition in the consumer segment

PESTLE Analysis :

The PESTLE Analysis for Carl Zeiss AG is given below:

Political	Economical
1.Impact of trade war between U.S and China	1.Business impact of COVID-19
Social	Technological
1.Promoting scientific and technological progress as a social responsibility	1.Focus on Digital innovation 2.Development of Multifunctional smart glass 3.Use of deep learning for Image Segmentation in Microscopy
Legal	Environmental
1.Increasing regulatory requirements for commodities and materials 2.Lawsuit against Carl Zeiss AG by Nikon 3.Patent Infringement Lawsuit Against Signet Armorlite	1.Promoting sustainable ways of business operations 2.Material Selection to support environment sustainability

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