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LEAR CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Lear Corporation

Company Sector : Automotive Component Manufacturer

Operating Geography : North America

About the Company : Lear Corporation is one of the world's leading global automotive suppliers. With operations extending to over 30 countries around the globe, Lear Corporation is truly a global player. The company headquarters are located in Michigan, United States of America. The company was founded under the name of American Metal Products in 1917. The company has now become a manufacturer and supplier of complete seating solutions and world class electrical systems for many of the biggest automakers in the world. For the seating systems segment, the company has manufacturing and marketing units for all seating systems, including surface materials, engineering and retrofitting for light vehicles for global automakers. The company places special focus on specialized electrical systems for cars for global automakers. These systems include wireless connectivity & entertainment systems in addition to new age electronics. Software solutions and after sales support is also one of the company's focus areas. The company employs 161,000 people across over 260 locations as per 2020 records. The vision statement of the company reads, "Making every drive better."

Revenue :

USD19.8 billion – FY ending 2019 (YoY growth negative 6.33%)

USD21.149 billion – FY ending 2018

SWOT Analysis :

The SWOT Analysis for Lear Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.leading Tier 1 supplier to the global automotive industry 2.An extensive network of dealers and distributors lets the company aggressively push their products 3.Market leader in luxury seats with over 45% global market share 4.Leading market position through superior engineering and innovative products 	<ul style="list-style-type: none"> 1.Lowering employment rates in the industry, pointing to higher turnover rates 2.String of incompatible takeovers for the company with diverging work cultures from the parent company 3.Fall in stock price by over 40% in a span of two years 4.Year on year increase in the prices of raw materials combined with pressure to cut prices by OEMs
Opportunities	Threats
<ul style="list-style-type: none"> 1.Exploiting the virtual selling and online selling arm of the company to its fullest potential 2.Government focus on green technologies and sustainable innovation is an opportunity for the company to leverage its expertise in this field 3.Advances in supply chain management can provide significant cost savings for the company 4.Exploring synergies with different fields & industries by using its expertise in electrical and automation technologies 	<ul style="list-style-type: none"> 1.Being a multinational company, it is under threat from various forms of instabilities in the different countries it operates in 2.Threat from counterfeit products which are sold in the market under the brand name of Lear are harmful to its brand equity 3.High cyclical and seasonal nature of the demand for its products is a threat to sustained cash flows for the company 4.International markets pose a threat in the form of local players who enjoy the patronage of the federal governments

PESTLE Analysis :

The PESTLE Analysis for Lear Corporation is given below:

Political	Economical
<p>1. Operating in international markets requires the heavy involvement of both the home government and the operating government</p> <p>2. The auto sector is a labour-intensive sector and is hence heavy under the influence of the state and federal governments</p>	<p>1. The cyclical nature of the auto sector has an effect on the periods of profitability for the company</p>
Social	Technological
<p>1. The social setting of the workforce working in the auto sector</p> <p>2. The evolution of car seat as a "seating experience"</p>	<p>1. Impact of automation on the labour participation and productivity in the auto sector</p> <p>2. Autonomous cars increasing focus on smart seats</p>
Legal	Environmental
<p>1. Issues with respect to anti-trust regulation against firms in the industry in response to the string of M&As</p> <p>2. The health and labour laws of the workforce in the auto sector have time and again come under scrutiny by the government</p>	<p>1. Issues with relation to water and air pollution by the manufacturing units of these companies</p>

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Client Support:
support@swotandpestle.com