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## ZF FRIEDRICHSHAFEN SWOT & PESTLE ANALYSIS

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**Company Name :** ZF Friedrichshafen

**Company Sector :** Technology in automotive industry

**Operating Geography :** Friedrichshafen, Germany, Europe, Global

**About the Company :**

ZF Friedrichshafen AG is a global technology company that supplies systems for 3 major segments i.e passenger vehicles, commercial vehicles, and industrial applications. It operates mainly in four technology domains namely, Vehicle Motion Control, Integrated Safety, Automated Driving, and Electric Mobility. The German automotive parts manufacturer is headquartered in Friedrichshafen, in the south-west German state of Baden-Württemberg. The company is commonly abbreviated to ZF which stands for Zahnradfabrik meaning Cogwheel Factory. ZF comprises a comprehensive portfolio of solutions suitable for both established automotive manufacturers and new entrants as transport and mobility service providers. ZF also offers electrification solutions to different kinds of vehicles with an aim of reducing emissions and protecting the climate. The company has a strong presence in well-established markets including the US, EU, and more. Furthermore, the German manufacturer strives to penetrate emerging automotive markets like China and India to serve emerging mobility customers. ZF has a global workforce of around 147,000 employees with approximately 240 locations in 41 countries as of early 2020. Since its inception in 1915, ZF has emerged from a supplier specializing in aviation technology to a global mobility technology company. The company spends more than 7% of its sales on research and development annually. As a technology company, ZF continues to rapidly develop new and innovative products with a focus on efficiency, backed by its Next Generation Mobility strategy. ZF's USP lies in being a worldwide supplier of driveline and chassis technology for cars and commercial vehicles, along with specialist plant equipment such as construction equipment. Driven by megatrends, like digitalization and the Internet of Things (IoT) ZF's mission statement reads "A clean and safe mobility. Automated, convenient, and affordable. For everyone, everywhere."

**Revenue :**

Euro 36.5 billion - FY ending 31st December 2019 (y-o-y growth of (negative) -1.08%)

Euro 36.9 billion - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for ZF Friedrichshafen is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global technology solutions provider focused on mobility.</li> <li>2.Acquisition of WABCO leading to expanded innovation capabilities.</li> <li>3.Global leader in driveline and chassis technology</li> <li>4.R&amp;D delivering basic technologies for future-proof products</li> <li>5.Accelerating development through strategic partnerships and investments</li> <li>6.Provides most affordable coASSIST level-2+ Automated driving system</li> <li>7.Innovation leadership and cost leadership</li> </ul>	<ul style="list-style-type: none"> <li>1. Inefficient production of airbags leading to recall of cars by Volvo in USA</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing demand for future technologies like electric power steering, etc.</li> <li>2.Electrification of car powertrains in future</li> <li>3.Strong demand for safety technology indicated by rising demand of ADAS systems</li> </ul>	<ul style="list-style-type: none"> <li>1.Fall in interest rates led to higher pension provisions</li> <li>2.Increase in the price of materials due to trade war affecting margins.</li> <li>3.ZF markets facing production decline and under pressure</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for ZF Friedrichshafen is given below:

Political	Economical
1.EU sets new emission standards for cars. 2.Germany promotes car sales by providing subsidy on purchase of electric vehicles	1.Impact of foreign exchange fluctuations 2.Global economy losing momentum
Social	Technological
1.Rising preference of automatic cars by consumers	1.Increasing Market Demand for 800V SiC. 2.Strong demand for ADAS safety technologies.
Legal	Environmental
1.Stringent rules on anti-competitive behaviour by European Commission 2.Anti-trust rules of US and the Competition Commission of India (CCI) lead to disinvestment in TVS	1.Exhaustive nature of fossil fuels and need to reduce CO2 emissions makes way electrification of transportation 2.Emission regulations by some countries leading to changes in production processes

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