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GENERAL ATOMICS SWOT & PESTLE ANALYSIS

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Company Name : General Atomics

Company Sector : Aerospace and Defense

Operating Geography : United States, North America, Global

About the Company :

General Atomics, an American energy and defense corporation specializes in research and technology development. It is headquartered in San Diego, California. It includes physics research in support of nuclear fusion energy and nuclear fission. Research and manufacturing services for remotely operated surveillance aircraft. It also includes the Predator drones; airborne sensors; and advanced electric, electronic, wireless, and laser technologies are also provided by the company. The company operates on five continents along with affiliated companies and include GA Aeronautical Systems, Inc. (GA-ASI). Frederic de Hoffmann with assistance from notable physicists Edward Teller and Freeman Dyson founded the company on July 18, 1955, in San Diego, California. It had its first offices in the General Dynamics facility on Hancock Street in San Diego. Initial projects of the company include the TRIGA nuclear research reactor. More than 60 TRIGA nuclear research reactors across 24 countries were constructed by the company. General Atomics run and developed the San Diego Supercomputer Center. A contract for MQ-9 Reaper drones worth \$7.4 billion was announced between the U.S. Air Force and General Atomics in September, 2020. 36 aircrafts are to be delivered per year according to the contract. The Predator series of remotely piloted aircraft are produced by GA-ASI's Aircraft Systems Group which were used in the Kosovo, Iraq, and Afghanistan conflicts. General Atomics also bought the Dornier 228 production line in Oberpfaffenhofen, along with the business aviation and helicopter MRO operations of RUAG, pending regulatory approval on the 30th of September 2020.

The Unique Selling Proposition or USP of the company lies in it being the principal private sector participant in thermonuclear fusion research through its internationally recognized DIII-D and inertial confinement programs for the US Department of Energy. It is also a leader in development of next-generation nuclear fission and high-temperature materials technologies. General Atomics's mission statement reads, "Our goal from the beginning has been to support warfighter and civil operations. The ever-changing environment on the battlefield and homeland security motivates our objective in revolutionizing defense technology by assessing the needs and requirements of the future force."

Revenue :

SWOT Analysis :

The SWOT Analysis for General Atomics is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1. Major defence and diversified technologies company 2. Principal private sector participant in thermonuclear fusion 3. Global presence through affiliates 4. Global leader in the research, design, and manufacture of first-of-a-kind electromagnetic and electric power generation systems | <ul style="list-style-type: none"> 1. US Air Force ending MQ-9 Reaper Buys 2. Criticism of General Atomics' Electric Catapults |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Expansion through strategic acquisitions 2. Strong potential of overseas sales of unmanned aircraft | <ul style="list-style-type: none"> 1. Increasing competition in drone space |

PESTLE Analysis :

The PESTLE Analysis for General Atomics is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.US government easing restrictions on overseas sales of unmanned aircraft</p> <p>2.US Administration pushing NATO member countries to comply with their agreed-upon defence spending threshold</p> | <p style="text-align: center;">Economical</p> <p>1.Covid-19 impact on economy and defence budgets</p> |
| <p style="text-align: center;">Social</p> <p>1.Changes required in the defence contracting workforce</p> | <p style="text-align: center;">Technological</p> <p>1.Digital transformation across defence segments</p> <p>2.Leveraging 3D printing in defence</p> <p>3.Drones being equipped with artificial intelligence</p> |
| <p style="text-align: center;">Legal</p> <p>1.Impact of export controls and regulations in defence</p> | <p style="text-align: center;">Environmental</p> <p>1.Increasing global focus on treating hazardous wastes</p> |

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