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DEMATIC SWOT & PESTLE ANALYSIS

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Company Name : Dematic

Company Sector : Information Technology, Supply Chain Automation

Operating Geography : United States, North America, Global

About the Company : Dematic is an American supplier for materials handling systems, software and services. It is headquartered in Atlanta, Georgia. It leverages the talent of 6,000 employees and has manufacturing facilities and engineering centres in Australia, United States, Mexico, Italy, Czech Republic and Germany. Dematic has been a member of KION group since 2016. In 1819, Dematic was formed in Wetter, Germany with the establishment of Mechanische Werkstätten Harkort & Co. Dematic system's primary market comprises of grocery food and beverage, e-commerce, general retail, wholesale, manufacturing, apparel, parcel, pharma/healthcare and document management. Dematic plans and manufactures material handling equipment such as automated storage and retrieval systems (AS/RS), individual products, various types of sortation systems, conveyors and order picking systems and alongside these, it also provides consultative, planning, and design services. The company also offers software for warehouse management systems, systems that support material flow and paperless order picking operations. Dematic provides customer services such as the technical operation of facilities and their maintenance, including complete enterprise asset management. In 2021, the company aims to generate profitable growth and further improve its market position fueled by growing tendency of consumers to purchase online, increasing fragmented supply chains in the global economy and the desire to explore new drive systems and energy sources. In 2019, Dematic won the Red Dot Award: Brands & Communication Design 2019.

Dematic's Unique Selling Proposition or USP lies in being one of the world's largest materials handling systems supplier and a leading provider of automation technology and software solutions. Dematic's mission statement reads, "Our mission is to improve efficiency and logistics processes with integrated systems, services, and products — worldwide. At Dematic, we pride ourselves on being the leading supplier of integrated automated technology, software, and

services to optimize the supply chain. Simply put: We help keep the world moving".

Revenue :

2376.1 million- FY ending 31st December 2019 (y-o-y decline 15.85%)

2051.1 million- FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Dematic is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Single largest brand in the KION Group of companies 2.Largest Provider of supply chain solutions 3.Innovator of the first fully automated packaging system for last mile delivery 4.Highly profitable and growth oriented business 5.Making KION group the "One Stop Solution" for all inventory management requirements 6.Usage of virtual innovation to provide solutions of actual problems of customers 7.Large base of global brands as customers 	<ol style="list-style-type: none"> 1.Multiple acquisitions within a short span of time led to increased liabilities
Opportunities	Threats
<ol style="list-style-type: none"> 1.Demand for effective return model of online retailers by customers 2.Higher stock turnovers due to growth of e-commerce sector 	<ol style="list-style-type: none"> 1.Reluctance of customers to invest in supply chain up gradation 2.Pressure from the trend of acquisition of peers by larger groups 3.US-China Trade War may disrupt growth due to Chinese ownership

PESTLE Analysis :

The PESTLE Analysis for Dematic is given below:

Political	Economical
1.Impact of EU-China investment deal on SCM 2.Impact post-Brexit EU-Britain tariff deal on SCM	1.Uncertain macroeconomic factors due to Covid-19 2.Supply chain automation can reduce the risks of fluctuating labor costs 3.Dependence on prices of raw material for manufacturing products
Social	Technological
1.Covid-19 pushing the demand for supply chain automation 2.Rising demand of micro-fulfillment in the new normal 3.Supply chain automation decreases risk of accidents due to human errors	1.Logistics automation can increase productivity and accuracy 2.Importance of digitization in supply chain management
Legal	Environmental
1.Requirement to comply with the data privacy regulations in EU and other regions	1.Necessity to reduce packaging wastes

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Client Support:
support@swotandpestle.com