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## WABTEC CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Wabtec Corporation

**Company Sector :** Manufacturing, Rail Technology

**Operating Geography :** United States, North America, Global

**About the Company :** Headquartered in Pittsburgh, Pennsylvania, Wabtec Corporation is one of the world's foremost rail technology companies, which provides freight rail, transit, mining, industrial or marine solutions. It is a leading supplier of equipment, digital solutions, systems and other value-added services. Wabtec originated after the merger of Westinghouse Air Brake Company and MotivePower in 1999. With a legacy of more than 150 years, it aims to develop a sustainable network of freight and passenger transport, and highly values safety, innovation, operational excellence and teamwork. Wabtec is the world's biggest publicly traded company under rail equipment segment. Wabtec has strong digital expertise, technological innovation and world-class manufacturing setups due to the collective expertise of Wabtec, GE Transportation and Faiveley Transport. It works mainly in two segments: 1. Freight (65% of total business): It consists of Equipment, components, digital electronics and other services like logistics support. 2. Transit (35% of total business): It consists of Aftermarket services and equipment. It has presence in over 50 countries, having Corporate HQ in Pittsburgh, Global Transit HQ in Paris and Global Freight HQ in Chicago with about 27K employees worldwide as early 2021. It is one of the Fortune 500 companies, with an annual revenue of 8 billion USD. Approximately 45% of the revenue is generated from US and rest 55% is generated from its other markets. 55% of Wabtec's business is from the aftermarket services and 45% is generated through OEMs. The company's core values are "At Wabtec, we make things – great things – and always have. It's in our DNA. Collectively, we have spent nearly four centuries raising the bar for safety, quality, talent, and value."

Wabtec's mission statement reads "Performance that drives progress. We create transportation solutions that move and improve the world." Its Vision statement states "We will accelerate the future of transportation by building the safest, most reliable and sustainable freight, transit,

signaling and logistics systems and services. Through our scale and innovation, we will drive average double-digit earnings growth and lead the transportation industry in unprecedented ways.” The USP or Unique Selling Proposition of Wabtec Corporation sprawls in being the world’s foremost rail technology company, leading the trail in creating sustainable freight and passenger transportation network..

**Revenue :**

US\$ 326.5 million - FY ending 31st December 2019 (y-o-y growth of +11.9%)

US\$ 291.7 million - FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Wabtec Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong technical capabilities due to engineering expertise</li> <li>2.Strategic acquisitions boosting company growth</li> <li>3.Diverse product portfolio in OEM and aftermarket business</li> <li>4.Robust reputation and legacy in the industry</li> <li>5.Strong order backlog as of December 2019</li> <li>6.Company's goodwill in the industry impacts the business positively</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependence on a few key customers</li> <li>2.Profit depends on decisions of railroads and passenger transit agencies</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion in international market through direct sales</li> <li>2.Sale of railway industry products in other industrial markets such as mining</li> <li>3.Technological advancements to improve safety and efficiency</li> <li>4.Growth opportunities in Russia, SA, Egypt and India</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition from big established players in global market</li> <li>2.Price competitiveness due to strong customer negotiating power</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Wabtec Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Changes to international trade policies and tariffs</li> <li>2.Political stability in the company's operating markets</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in interest rates and foreign currency exchange rates</li> <li>2.Changes in raw material costs impact profitability</li> <li>3.COVID-19 pandemic has affected the economies of several countries globally</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Rapid urbanization increasing demand for rail transport</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.3D printing disrupting traditional manufacturing processes</li> <li>2.Cybersecurity and data-protection risks are considerable</li> <li>3.Technological advancements to improve safety and efficiency</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Environmental laws and regulations are bidding</li> <li>2.Anti-corruption laws in various jurisdictions</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Environmental policies encourage use of public mass transit over cars</li> <li>2.Adopting sustainable practices require continued investment</li> </ol>

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