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LIPPERT COMPONENTS SWOT & PESTLE ANALYSIS

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Company Name : Lippert Components

Company Sector : Manufacturing, Diversified Components

Operating Geography : United States, North America, Global

About the Company : Lippert Components, Inc. is the leading supplier of recreational vehicle and household components. It was founded in 1956 and is headquartered in Indiana, United States. The company offers a wide range of products such as towing, levelling, awnings, chassis, axles, slide-outs, storage, waste management, electronics, windows, doors, mattresses, and furniture products. Approximately 9,000 team members work together in more than 70 facilities located across the United States, Canada, Ireland, Italy and the United States to bring creative innovations to the market every day. It offers its services to industries such as buses, trailers, livestock, equipment and other cargo, pontoon boats, manufacturing houses, modular houses and factory-build mobile office units.

Lippert Components Inc. Unique Selling Proposition is 'leading supplier of RV components'. Lippert Components Inc.'s vision is, 'To be a leading supplier for component parts manufacturing in the markets in which we compete.'

Revenue :

\$ 2.4 billion – FY ended 31st December 2019

\$2.7 billion – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Lippert Components is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in the OEM segment 2. Competitive products and businesses 3. Extensive track record 	<ul style="list-style-type: none"> 1. Financial leakages due to new entrants 2. Risk posed by OEM market
Opportunities	Threats
<ul style="list-style-type: none"> 1. Investment in new policies 2. Positioned to Capitalize on Industry Tailwinds 3. Attractive aftermarket growth opportunities 	<ul style="list-style-type: none"> 1. Threats posed due to the increase in new entrants

PESTLE Analysis :

The PESTLE Analysis for Lippert Components is given below:

Political	Economical
1.Threats to RVs	1.Impact of Inflation and growth rate 2.Conditions in the credit market
Social	Technological
1.Social Impact Philosophy 2.Creating Meaningful Change 3.Changes in consumer preferences	1.Strong focus on innovation and technology
Legal	Environmental
1.Subject to numerous international federal state and local regulations.	1.Air and water pollution regulations in recreational Vehicles industry 2.Driving Sustainability Through Eco-Friendly Operations

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The complete report for **Lippert Components** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



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Client Support:
support@swotandpestle.com