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THYSSENKRUPP AG SWOT & PESTLE ANALYSIS

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Company Name : ThyssenKrupp AG

Company Sector : Engineering and Capital Goods, Technology

Operating Geography : Germany, Global

About the Company : ThyssenKrupp, founded in 1842, is a European multinational conglomerate corporation based in Duisburg and Essen, Germany. ThyssenKrupp has a presence in over 80 countries and has more than 155,000 employees worldwide. The company has traditional strengths in materials, capital goods and service businesses.

Revenue : 42,754 million – FY ending 30th Sept 2018

SWOT Analysis :

The SWOT Analysis for ThyssenKrupp AG is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Healthy balance sheet with strong financials 2.Innovation and technical expertise 3.Existing distribution and sales network. 4.Comprehensive product portfolio 	<ol style="list-style-type: none"> 1.Limited presence in Asia Pacific region 2.High production costs
Opportunities	Threats
<ol style="list-style-type: none"> 1.Positive outlook for global automobiles. 2.Need for eco-friendly and sustainable products 	<ol style="list-style-type: none"> 1.Sluggish global economic growth with declining prices 2.Impact of Brexit 3.Labor Unrest 4.German Renewable Energies Act

PESTLE Analysis :

The PESTLE Analysis for ThyssenKrupp AG is given below:

Political	Economical
1.Impact from fallout of Brexit 2.Terrorism and civil unrest and political uncertainty across Europe, Middle East and African (EMEA) markets	1.Protectionist policies of Trump administration 2.Weak economic environment and significant negative exchange-rate effects
Social	Technological
1.Acceptance of automation and digital technologies	1.Strong R&D network for continuous technology innovation 2.Technology collaborations for accelerating innovation
Legal	Environmental
1.Restructuring of compliance systems following violations	1.Tighter climate and environmental regulations 2.Continuous improvements in environmental and climate change initiatives

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