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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
<ul 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 	<ul style="list-style-type: none"> 1. Limited presence in Asia Pacific region 2. High production costs
Opportunities	Threats
<ul style="list-style-type: none"> 1. Positive outlook for global automobiles. 2. Need for eco-friendly and sustainable products 	<ul 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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact from fallout of Brexit 2.Terrorism and civil unrest and political uncertainty across Europe, Middle East and African (EMEA) markets 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Protectionist policies of Trump administration 2.Weak economic environment and significant negative exchange-rate effects
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Acceptance of automation and digital technologies 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Strong R&D network for continuous technology innovation 2.Technology collaborations for accelerating innovation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Restructuring of compliance systems following violations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Tighter climate and environmental regulations 2.Continuous improvements in environmental and climate change initiatives

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