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ASSA ABLOY SWOT & PESTLE ANALYSIS

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Company Name : Assa Abloy

Company Sector : Security and Access Solutions (Mechanical and Automated Locks and Entrance Solutions)

Operating Geography : Sweden, Europe, Global

About the Company : Assa Abloy is a publicly traded company headquartered in Stockholm, Sweden. It is a Swedish conglomerate which manufactures locks and security systems. The company supplies products and services ranging from locks, doors, gates and entrance automation. It also offers controlling identities with keys, cards, mobile and biometric identity verification system. The company was formed in 1994 through the partnership of Swedish firm ASSA and Finnish high security lock manufacturer Abloy. Later the same year, the company got listed on the Stockholm Stock Exchange. The company also makes provision of electronic locks which enable students to utilize their smartphones on campus, to open doors in Apple-Wallet, providing a more User-friendly experience. ASSA ABLOY has won numerous awards like Secure Campus in the US for Attack Resistant Opening, Gold Winner in German Brand Award being some of them. From being a regional company with 4700 number of employees in 1994, the company has now become a global group of 49000 employees in more than 70 countries as of 2020. In the last 10 years ASSA Abloy has increased its growth rate by 9% annually and achieved 16% operating margin.

Assa Abloy's unique selling proposition or USP lies in being the largest manufacturer of high-security locks in world. The company is committed to providing services that are environmentally friendly with reduction in usage of gas, electricity, water in production of their products. Assa Abloy's vision statement reads "The Group's vision is to be the leader in providing innovative access solutions that help people feel safe and secure so that they can experience a more open world."

Revenue :

SEK 87,649 million - FY ending 31st December 2020 (y-o-y growth - 6.8%)

SEK 94,029 million - FY ending 31st December 2019 (y-o-y growth 12%)

SEK 84,048 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Assa Abloy is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Resilient business due to plump share of sales coming from aftermarket and commercial arena Global leader of access solutions 2. Growth driven by effective innovation 3. Growing as a multi brand conglomerate with mergers and acquisitions 4. Even contribution of various segments in the growth of the organizations 5. Impeccable performance over a longer period 	<ul style="list-style-type: none"> 1. Lack of low-cost solutions for emerging markets 2. Downplayed with vulnerability of electronic locks in hotels 3. Downsizing the business implicating expansion beyond capabilities 4. Low presence in emerging markets
Opportunities	Threats
<ul style="list-style-type: none"> 1. Innovation of cloud-based security systems also generates income through subscription 2. Growth of real estate in emerging markets may drive demand for security solutions 3. Generation of recurring income by renovations 4. High demand of automation and integration in access solutions 5. Growing market of DIY home improvement market 6. Rise of E-commerce also demands more security goods in transit 	<ul style="list-style-type: none"> 1. Unable to expand due to anti trust laws 2. High competition among peers

PESTLE Analysis :

The PESTLE Analysis for Assa Abloy is given below:

<p style="text-align: center;">Political</p> <p>1.Impact on Chinese business due to US China trade war</p>	<p style="text-align: center;">Economical</p> <p>1.Global economy to shrink considerably due to Covid-19</p>
<p style="text-align: center;">Social</p> <p>1.Decrease in property crimes offset by increase in assaults 2.Urbanization leading to demand of access solutions</p>	<p style="text-align: center;">Technological</p> <p>1.Rising demand of electromechanical locks 2.Role of advanced access solutions in hospitality 3.E-lockers to offset the requirements of physical documents</p>
<p style="text-align: center;">Legal</p> <p>1.Compliance related to usage of hazardous materials in locks 2.Anti trust laws in Europe making acquisitions tougher</p>	<p style="text-align: center;">Environmental</p> <p>1.Role of access solutions in sustainability</p>

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