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## KUKA SWOT & PESTLE ANALYSIS

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**Company Name :** KUKA

**Company Sector :** Automation

**Operating Geography :** Germany, Europe, Global

**About the Company :** KUKA (Keller und Knappich Augsburg) is a German company that makes factory automation robots and solutions. Since 2016, the Midea Group of China has owned the company. The company is headquartered in Augsburg, Bavaria, Germany. In 1898, Johann Josef Keller and Jacob Knappich formed the company in Augsburg, Germany, to produce low-cost domestic and municipal lighting, household appliances, and car headlights. In 1905, the production was expanded to include cutting-edge self-contained welding tools. In the automation market, KUKA Systems provides regular and customised industrial production automation solutions, including joining technologies and part handling. Before development, the technologies are thoroughly tested and the manufacturing processes are completely optimised. KUKA Systems also provides engineering and individual counselling, allowing customized/special production solution to be designed and optimised in collaboration with the client. Material processing, machine loading and unloading palletizing and depalletizing, and spot and arc welding are only a few of the applications for industrial robots. On 12 April 2021, at the digital Hannover Messe, KUKA presented the first elements of its future operating system, iiQKA.OS. The new operating system would serve as the foundation for an entire ecosystem, allowing users to access a diverse set of components, applications, apps, utilities, and equipment that are simple to set up, run, and use to improve the system.

KUKA's Unique Selling Point or USP lies in it being one of the world's leading automation specialists, providing a wide range of products and services from a single source to customers in a variety of industries: from robot components to manufacturing cells, turnkey systems, and networked production using cloud-based IT software. KUKA's mission statement reads, " To create unique solutions through the interaction of expertise in different areas".

**Revenue :**

Euro 2,573 million - FY ending 31st March 2020 (y-o-y growth -19.4%)

Euro 3,192 million - FY ending 31st March 2019

## SWOT Analysis :

The SWOT Analysis for KUKA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Continuous innovation through R&amp;D</li> <li>2.One of the world leader in robotics automation</li> <li>3.Expansion through continuous acquisitions of high growth businesses</li> <li>4.Highly developed marketing prowess through sports sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>1.Exposure to cyclicalality of business cycles is high</li> <li>2.High dependence on Chinese market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Automated logistics solutions are gaining prominence</li> <li>2.Demand for healthcare alternative drive systems</li> <li>3.High adaption possibility of human assisting cobots</li> <li>4.Increased use of automated guided vehicles in production of automated vehicles</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive landscape reduces margins</li> <li>2.Tendency of automotive industry to avoid high initial investments during pandemic</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for KUKA is given below:

Political	Economical
1.Commencement of brexit involved significant operational risks 2.US-China trade war negatively impacted global manufacturing	1.Deteriorated market conditions led to low order volumes
Social	Technological
1.Robotics and automation associated with job losses in society 2.Growing middle class in China results into manufacturing high growth potential	1.High automation exposes to cyber security breaches 2.Robotic installations for industry has seen double digit growth 3.Industry 4.0 demands high integration of robots with smart technologies
Legal	Environmental
1.Stringent regulation for use of hazardous substances involved in production	1.Helping customers to move towards sustainable technologies

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