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HELLA KGAA HUECK & CO. SWOT & PESTLE ANALYSIS

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Company Name : Hella KGaA Hueck & Co.

Company Sector : Automotive Parts

Operating Geography : Germany, Europe, Global

About the Company : Hella KGaA Hueck & Co. (stylized as HELLA) is a German automotive parts producer with headquarters in Lippstadt, North Rhine-Westphalia. In 1899, Sally Windmüller founded Westfälische Metall-Industrie Aktien-Gesellschaft (WMI) to manufacture ball horns, candles, and kerosene lamps for carriages, and in 1986, the word "Hella" was added to the company's name. The business creates and produces lighting and electronic components and systems for the automotive industry and takes pride in being Europe's largest trade association for automotive parts, accessories, diagnostics, and services. Hella's key business divisions are automotive, aftermarket, and special applications. The Automotive segment develops, manufactures, and markets lighting and electronic components and systems for car manufacturers as well as other suppliers. The business designs manufactures and markets products for the individual aftermarket and garages in the Aftermarket Segment. The Special Applications Segment provides advanced lighting and electronic devices to a wide range of target groups, including construction equipment manufacturers, boat builders, municipalities, and energy suppliers. In February 2021, the company announced that it plans to sell Mando its 50% stake in the Mando HELLA Electronics (MHE) joint venture in South Korea to expand its direct business with South Korean customers and better serve them globally from its network. As of 2023, the company has around 36,000 employees.

Hella KGaA Hueck & Co.'s Unique Selling Point or USP lies in it being one of the leading automotive manufacturers, specializing in revolutionary lighting systems and vehicle electronics and that it has been a valuable partner to the automotive industry and aftermarket for over a century. Hella's mission statement reads, "We strive to offer the perfect union of performance-oriented professionalism and teamwork. At HELLA, we believe that this approach is key to helping our company achieve healthy and successful long-term growth, along with an authentic

awareness of values and superior performance".

Revenue :

4.4 billion – FY ending May 2022 (y-o-y growth -30%)

6.3 billion – FY ending May 2021

SWOT Analysis :

The SWOT Analysis for Hella KGaA Hueck & Co. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Attractive business portfolio with a legacy of 120 years 2. Operational excellence generating stronger growth than the market 3. Superior R&D generating products according to market needs 4. High autonomy to employees making the production process crisis-resilient 5. Global presence ensuring proximity of customers 	<ul style="list-style-type: none"> 1. High susceptibility of supply chain to disruptions 2. Low profitability due to large infrastructure costs
Opportunities	Threats
<ul style="list-style-type: none"> 1. Modern driving technologies leading to demand for new components 2. Open alliances enabling growth in focused areas quickly 3. Increasing demand for performance-boosting automotive components 4. India's strong market for two and three-wheelers components 	<ul style="list-style-type: none"> 1. Cybersecurity threats make customers wary of autonomous vehicles 2. Global shortage of semiconductors reducing production 3. Changes in Industry environment

PESTLE Analysis :

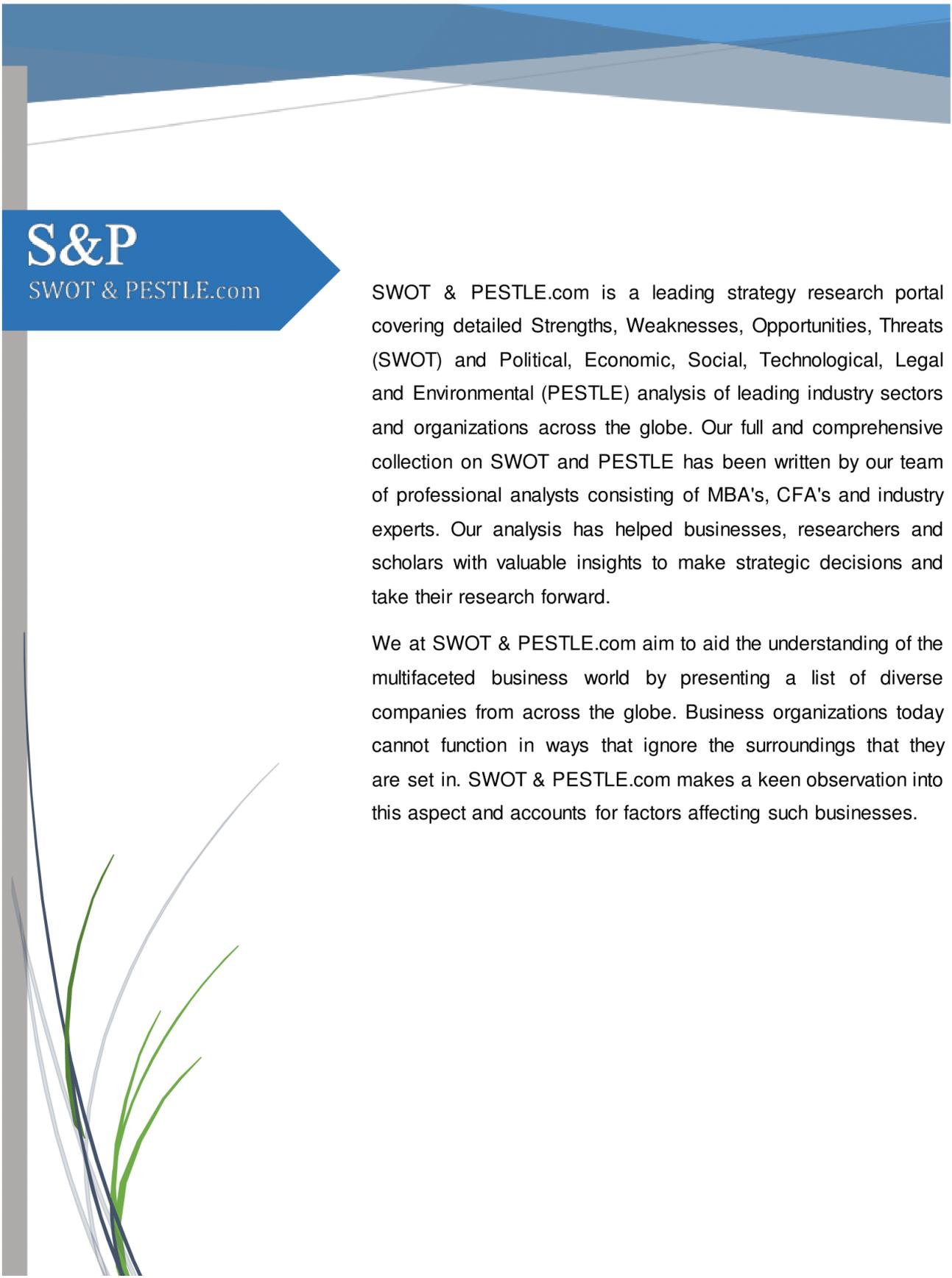
The PESTLE Analysis for Hella KGaA Hueck & Co. is given below:

<p style="text-align: center;">Political</p> <p>1.Higher motor vehicle tax for high-emission vehicles in Germany</p>	<p style="text-align: center;">Economical</p> <p>1.Global automotive motor market expecting high growth</p> <p>2.The Ukraine conflict disrupts the European auto market, cost increases, and uncertainty for Hella.</p> <p>3.Rising trade conflicts on a global scale, particularly involving the USA and China.</p>
<p style="text-align: center;">Social</p> <p>1.Upcoming smart cities to transform commute</p> <p>2.High demand for individualization in vehicles owned by customers</p>	<p style="text-align: center;">Technological</p> <p>1.High growth potential in the global ADAS technology market</p> <p>2.Automotive radar technology is replacing current automotive sensing technology</p>
<p style="text-align: center;">Legal</p> <p>1.Failure to comply with the EU General Data Protection Regulation may result in legal repercussions</p>	<p style="text-align: center;">Environmental</p> <p>1.Manufacturing products enable sustainable, safe, and efficient mobility</p> <p>2.Pollution from increased AVs resulting in stricter vehicle guidelines</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Hella KGaA Hueck & Co.** SWOT & PESTLE Analysis is a paid report at **19.53 U.S.D.**



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