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BRAUN GMBH SWOT & PESTLE ANALYSIS

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Company Name : Braun GmbH

Company Sector : Home Appliances

Operating Geography : Germany, Europe, Global

About the Company : Braun GmbH is a consumer goods firm headquartered in Kronberg am Taunus, Germany. The company is well renowned for its mid-century industrial product design, which includes electric shavers and record players. In 1921, a mechanical engineer named Max Braun established an engineering firm in Frankfurt, Germany in which he began producing components of radio sets. Food processors, radios, slide projectors, Super 8 film cameras and accessories, and high-fidelity sound systems were among the company's previous products. Braun is currently concentrating on its main categories (shaving and grooming, beauty and hair care). In addition to electric water kettles, coffee makers, juicers, irons, hairdryers, stylers and curlers, infrared ear thermometers, blood pressure monitors, clocks, and calculators, they also make infrared ear thermometers, blood pressure monitors, clocks, and calculators. Braun has around 200 goods in its product line, which are made in ten factories in Germany, Ireland, France, Spain, China, Mexico, and the United States. The Boston-based Gillette Group, which has owned Braun since 1967, distributes its goods all over the world. In 2021, Braun celebrates its 100th anniversary.

Braun GmbH's Unique Selling Point or USP lies in it being one of the world's leading manufacturers of small electric appliances. Braun 's mission statement reads, "Our objective is to develop products responding to the consumer's needs which are always a step ahead of the competition in technology and design".

Revenue :

7,426 million - FY ending 31st December 2020 (y-o-y growth -0.6%)

7,471 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Braun GmbH is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Functional product design a distinct capability 2.Technological innovations in each category 3.Trusted for quality products 4.Strong support from leading corporations | <ul style="list-style-type: none"> 1.Presence in limited product segments 2.High competition from its owner brand Gillette |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Positive response for new products released in Europe 2.Forecast of increase in sale of personal care appliances 3.Increasing electrification will drive demand for electric Irons in Asia Pacific 4.Covid-19 outbreak caused a steep rise in health device demand | <ul style="list-style-type: none"> 1.Shutdowns of operations in major economies created supply-demand gap 2.Intense competition from local players |

PESTLE Analysis :

The PESTLE Analysis for Braun GmbH is given below:

| Political | Economical |
|---|--|
| 1.Public blood pressure monitor program to induce growth | 1.Increasing copper demand shows recovery in appliance production |
| Social | Technological |
| 1.Demand in electric personal care appliances for styling 2.Rising beauty consciousness among men, increased demand for personal care appliances 3.With increasing geriatric population, demand for health monitoring devices will increase | 1.Consumer adoption of innovative smart appliances 2.Increased disposable income is driving industry growth |
| Legal | Environmental |
| 1.UKCA mark to increase the compliance cost for the industry | 1.Efforts to reduce plastic use in appliances 2.Energy efficient appliances to drive sustainable living |

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