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CATERPILLAR INC. SWOT & PESTLE ANALYSIS

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Company Name : Caterpillar Inc.

Company Sector : Construction and Heavy Equipment

Operating Geography : United States, North America, Global

About the Company : Caterpillar, Inc was formed in 1925 by the merger of Holt Manufacturing Company and C.L.Best tractor company. Since, then the company has targeted its equipments towards end markets like road and highway construction, mining and quarrying, infrastructure projects, power generation and Oil & Gas. This American Construction Company is involved in developing infrastructure, energy and natural resource assets. The company's product line includes construction equipments, mining equipments, etc. The construction conglomerate operates via three primary segments - Construction Industries, Resource Industries and Energy & Transportation and also provides financing and related services through its Financial Products segment. The company is headquartered in Peoria, Illinois, USA and as of early 2020, the Illinois-based manufacturer of machinery and engines employed over 102,000 people globally.

Caterpillar's long-standing purpose reads "Our solutions help our customers build a better world." Caterpillar's USP or unique selling proposition lies in being the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. Caterpillar ranks #82 and #89 amongst the 100 most valuable brands in 2017 by Forbes and Interbrand respectively. It also features on #74 in the Fortune 100 companies.

Revenue :

US \$53.8 Billion – FY ending 31st Dec 2019 (y-o-y growth -2%)

US \$54.7 Billion – FY ending 31st Dec 2018 (y-o-y growth 20%)

US \$45.5 Billion – FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Caterpillar Inc. is given below:

Strengths	Weaknesses
1.Strong dealer distribution network 2.Reputation for high quality and safety 3.Massive scale and volume 4.Significant investment in R&D 5.Performance of CAT financial division	1.Decreasing revenue and profits 2.Inventory turnover issues 3.High dependency on heavy equipment, low diversification 4.Debt obligations
Opportunities	Threats
1.High potential in Digitization and Automation 2.Rising Urbanisation 3.Renewable energy markets	1.Difficult economic conditions 2.Poor industry outlook Escalating costs due to US\China trade tensions

PESTLE Analysis :

The PESTLE Analysis for Caterpillar Inc. is given below:

Political	Economical
1.Chinese Government investment on infrastructure 2.Tax rates 3.Trade regulations	1.Deepening US China trade tensions 2.Exchange rate Fluctuations 3.Changes in commodity pricing
Social	Technological
1.Population growth, increasing urbanization and emerging middle class 2.Fostering employee satisfaction 3.Product safety	1. Rise in Automation 2. Data analytics and virtual sites
Legal	Environmental
1.Intellectual property based issues 2.Conflict minerals issues	1. Commitment to Environment 2. Stringent environmental regulations

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Client Support:
support@swotandpestle.com