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## B. BRAUN SWOT & PESTLE ANALYSIS

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**Company Name :** B. Braun

**Company Sector :** Healthcare

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

**About the Company :** B. Braun is a German-based medical and pharmaceutical device company, founded by Julius Wilhelm Braun in 1839 and is still owned by the Braun family. It is headquartered in Melsungen, in central Germany. B. Braun is one of the world's leading providers and manufacturers of healthcare solutions, supplying the global healthcare market with products and systems for anesthesia, intensive care, cardiology, extracorporeal blood treatment and surgery. It also provides services for clinics, physicians in private sectors, and the home care sector. In total, the product range comprises of 5,000 different products, of which 95% are manufactured by the company. As of December 31, 2020, B. Braun has approximately 64,317 employees in more than 60 countries. It has subsidiaries all around the world which guarantees optimum customer proximity and best-possible service in the national markets. In 2021, Aesculap, a division of B. Braun, won an iF DESIGN AWARD 2021, along with its partner, Design3, a design agency, for its product AESCULAP Aicon.

B. Braun's unique selling proposition lies in being the world's leading providers of healthcare products. B. Braun's mission statement reads, "To develop effective solutions and guiding standards for the healthcare system in a constructive dialog with our customers and partners."

**Revenue :**

EUR 7,426.3 million - FY ending 31st December 2020 (y-o-y decline 0.6%)

EUR 7,471.3 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for B. Braun is given below:

| Strengths   | Weaknesses   |
|---|--|
| <ul style="list-style-type: none"> <li>1.Diverse portfolio of products being manufactured by the company</li> <li>2.Hospital Care division is considered a leading supplier for infusion, nutrition and pain therapy</li> <li>3.Focus on digitalization of its services</li> <li>4.Provides services in diverse therapeutic areas and applications</li> <li>5.B. Braun Avitum is the largest provider of services for kidney failure</li> <li>6.Stable financial performance during the pandemic</li> </ul> | <ul style="list-style-type: none"> <li>1.Disruptions in supply chain and increased prices of products due to US-China trade war</li> </ul> |
| Opportunities   | Threats  |
| <ul style="list-style-type: none"> <li>1.Investments in R&amp;D and other assets secures the future of the company</li> <li>2.Internet of medical things and development of cloud platform may transform the way services are provided</li> <li>3.Expansion of partnerships with multiple organization may drive innovations for the company</li> <li>4.Developing and expanding telehealth facilities</li> </ul>   | <ul style="list-style-type: none"> <li>1.Threat of cyber-attacks causing disruptions in the operations of the company</li> </ul>           |

## PESTLE Analysis :

The PESTLE Analysis for B. Braun is given below:

| Political   | Economical  |
|---|---|
| 1.Impact of US-China trade war on healthcare industry<br>2.Brexit will affect the healthcare industry in Europe                                   | 1.Impact of COVID-19 on hospitals and healthcare industry in Europe<br>2.Rising healthcare expenditure over time in European countries may drive growth |
| Social  | Technological   |
| 1.Rising use of telemedicine by people in Europe after COVID<br>2.Aging population of Europe may lead to increased demand for healthcare products | 1.Digital transformation of European healthcare industry<br>2.Risk of cyberattacks on hospitals   |
| Legal   | Environmental   |
| 1.Medical privacy laws need to be adhered by the companies  | 1.Impact of climate change on European healthcare industry  |

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