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OSHKOSH CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Oshkosh Corporation

Company Sector : Automotive, Defense, Aerospace, Fire and Emergency

Operating Geography : United States, North America, Global

About the Company : Oshkosh Corporation, originally Oshkosh Truck, is a manufacturer of speciality trucks, military vehicles, truck bodies, airport fire apparatus, and access equipment with its headquarters in Oshkosh, Wisconsin, United States. The company was established in 1917 as the Wisconsin Duplex Auto Company to produce a heavy-duty four-wheel-drive truck. It operates in four different segments: Access Equipment, Defense, Fire & Emergency, and Commercial. The Access Equipment department includes aerial work platforms from JerrDan and JLG, as well as telehandlers for positioning personnel and objects at elevated heights in construction, industrial, institutional, and general maintenance applications. The Defense segment designs and manufactures tactical wheeled vehicles, as well as provides parts and services to the US military and other militaries across the world. Commercial and custom fire vehicles, simulators and emergency vehicles primarily for fire departments, airports, and other governmental entities, and broadcast trucks for broadcasters and television stations are all sold in the Fire and Emergency section. The Commercial segment consist of McNeilus, CON-E-CO, London, Iowa Mold Tooling Co., Inc (IMT), and Oshkosh Commercial. Oshkosh Corporation stated in September 2021 that it had invested in Carnegie Foundry to expand its Autonomy and Robotics capabilities.

Oshkosh Corporation's USP lies in its being the pioneer in the development of mission-critical vehicles and necessary equipment. The mission statement of Oshkosh Corporation reads, "Oshkosh Corporation partners with customers to deliver superior solutions that safely and efficiently move people and materials at work, around the globe and the clock".

Revenue :

\$ 6856.8 million - FY ending 30th September 2020 (y-o-y growth -18.2%)

\$ 8382 million - FY ending 30th September 2019

SWOT Analysis :

The SWOT Analysis for Oshkosh Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Sole supplier of a number of vehicles to the U.S. Department of Defense. 2.Leader in the design and sale of ARFF vehicles globally. 3.Continuous investment in research and development. 4.Extensive global distribution network for specialty vehicles and vehicle bodies. 5.Strong financial performance with gross profits for the past 10 years. 6.Superior corporate governance leading to greater capital efficiency. 	<ol style="list-style-type: none"> 1.Dependence on the US government for a major portion of the sales. 2.Many components are procured on a sole-source basis from several domestic and foreign companies. 3.The company is involved in various legal proceedings.
Opportunities	Threats
<ol style="list-style-type: none"> 1.Expansion into specialty vehicle and vehicle body markets globally. 2.Introduction of new and improved products and technologies. 3.Rising military budget provides potential of growth for the company. 	<ol style="list-style-type: none"> 1.Fluctuations in the prices of raw materials. 2.The market for access equipment is highly cyclical. 3.Impact of covid-19 pandemic.

PESTLE Analysis :

The PESTLE Analysis for Oshkosh Corporation is given below:

Political	Economical
1.Susceptible to the changes in the annual U.S. defense budget	1.US- China trade war could negatively impact the company 2.Fluctuations in foreign exchange currency impacting result of operations
Social	Technological
1.Increase in terrorism threats due to the pandemic 2.Lower U.S. housing starts impacting sales volume of concrete placement products 3.Work from home culture could lead to reduced demand for future non-residential construction	1.Leveraging technology to improve skills of employees and innovation 2.Use of technology for manufacturing, intelligent products and advanced analytics
Legal	Environmental
1.Subject to Weapon Systems Acquisition Reform Act and the Competition in Contracting Act 2.Subject to audit and review by various agencies like the Defense Contract Audit Agency	1.Reusable packaging for efficient waste management 2.Renting of products to reduce waste and greenhouse gas emissions

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