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TRIMBLE INC. SWOT & PESTLE ANALYSIS

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Company Name : Trimble Inc.

Company Sector : Agriculture, Construction, Geospatial, Transportation and Logistics

Operating Geography : United States, North America, Global

About the Company :

Trimble Inc. is a technology company dealing with hardware, software and related services. The company is headquartered at Sunnyvale in California, USA. It was founded in 1978 by Charles Trimble and two Hewlett Packard partners. Trimble provides services for industries in agriculture, construction, geospatial technology, transportation, governmental projects etc. The company operates in approximately 150 countries, and has offices in nearly 40 of them. It hopes to change the manner in which the world functions today, by offering such products and services that would help connect the dynamic physical and digital worlds easily. The company has a total of 11,402 full-time and part-time employees. Trimble's business revolves around 4 major segments namely - Building and Infrastructure, Geospatial, Resource and utilities and Transportation. The first segment deals with clients in fields of architecture, engineering, construction etc. The second segment deals with clients in fields of surveying, engineering, government and land management. The third segment deals with clients in fields of agriculture, forestry etc. The last segment deals with clients in fields of transportation sector. Trimble was awarded the "Structural Engineering Software of the Year" for its Tekla Structural Designer product in 2020, it also won the Construction Computing Awards' "Company of the Year" in 2020. Trimble announced in April 2022 that it had reached a final agreement to sell Precisional LLC, a subsidiary of The Jordan Company, its Time and Frequency, LOADRITE, Spectra Precision Tools, and SECO accessories businesses ("TJC"). The sale is consistent with Trimble's goal of concentrating on its strategic product roadmap and long-term growth areas.

The company's Unique Selling Proposition or USP are its unique business solutions which help their client achieve higher growth levels in their business. Trimble provides a wide range of products, which are either developed as per requirements of clients or for an organization's lifecycle solutions. These help the company transform and modify the current technology scenario of our times. Trimble's mission is "to transform the way world works".

Revenue :

\$3.766 billion – FY ending 31st March 2022 (y-o-y growth of 16.18%)

\$3.659 billion – FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Trimble Inc. is given below:

Strengths	Weaknesses
1. Operates in diverse business areas such as construction, agriculture, transportation, geospatial and more 2. High focus on R&D and innovation 3. Strong financials and organic revenue growth with good credit and stable outlook 4. Strong Partnerships and Joint ventures with leading companies like Caterpillar, Hilti, Nikon	1. Longer payment cycle and difficulties in enforcing agreements owing to certain foreign legal system. 2. Dependence on third party technologies including open-source software's
Opportunities	Threats
1. Big beneficiary of Joe Bidens \$2+ trillion American Jobs Plan (AJP) 2. More industries want automation and digitalization 3. Opportunities to grow in Asia pacific 4. Well placed to capitalize on US infrastructure bill	1. Supply shortage of semiconductors to affect its supply chain 2. Highly competitive Chinese infrastructure companies winning global projects

PESTLE Analysis :

The PESTLE Analysis for Trimble Inc. is given below:

Political	Economical
1.It is impacted by the regulations and trade sanctions on other countries by the US government 2.US government to invest heavily on infrastructure development	1.Increased minimum wage and tax rate in US will impact margins 2.Impact of COVID 19 on many industries that it operates in
Social	Technological
1.Consumer preference of high-speed rail over airlines in short and medium distances. 2.About a quarter of world population are employed in agriculture	1.Increasing use of technology in agriculture with the rise of industrial agriculture 2.Technology transforming infrastructure and energy sectors
Legal	Environmental
1.Right to repair bill can impact farm equipment manufacturers	1.Climate change and green infrastructure the focus of new infrastructure development 2.Climate change to impact regional growth conditions and agriculture

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