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STIHL SWOT & PESTLE ANALYSIS

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Company Name : Stihl

Company Sector : Forestry equipment

Operating Geography : Germany, Europe, Global

About the Company :

Stihl, a German company produces chainsaws and other portable power tools like trimmers and blowers. The company's headquarters are in Waiblingen, Baden-Württemberg, which is close to Stuttgart in Germany. Andreas Stihl, a significant inventor in the early chain saw industry, founded Stihl in 1926. Chain saw manufacturer Stihl, asserts to be the most popular brand in the world and the only one to produce its own guide bars and saw chains. The descendants of Andreas Stihl owns the privately held company Andreas Stihl AG. The International Magnesium Association (IMA) has recognised the STIHL MS 400 C-M as the first chainsaw in the world to use magnesium piston technology and has awarded it with its esteemed Award of Excellence 2020. STIHL was ranked third out of 1,000 companies, to become one of Germany's most popular family-owned businesses in 2022. The company employed over 20,094 people as of early 2022.

The USP of STIHL lies in it being the largest producer of chainsaws in the world. STIHL's mission is "To be our customers' most valued and trusted business partner by offering exceptional service and support building on the STIHL tradition of excellence."

Revenue :

Euro 5,058.3 million – FY ending 31st March 2021 (y-o-y growth of 10.4%)

Euro 4,581.3 million – FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Stihl is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Diversified geographic presence in over 160 countries 2. Caters to the needs of a wide set of customers 3. Wide reach of TIMBERSPORTS \u2013 a marketing tool of Stihl 4. Highly innovative and tech-focused products 5. Leading manufacturer of chainsaws and outdoor power equipment 6. Strong presence in e-commerce 	<ul style="list-style-type: none"> 1. Keeping pace with the rapidly changing expectations of customers 2. Frequent product recalls damage reputation
Opportunities	Threats
<ul style="list-style-type: none"> 1. New product launch of the world's most powerful battery powered chainsaw will open a new chapter in technology 2. Pandemic led to increase in demand for garden equipment 3. Increase in the demand for battery-powered products and gasoline-powered products 4. Investments to expand production facilities 	<ul style="list-style-type: none"> 1. Supply chain disruptions hampering production 2. Availability of counterfeit products may damage brand reputation

PESTLE Analysis :

The PESTLE Analysis for Stihl is given below:

<p style="text-align: center;">Political</p> <p>1.Political unrest and looting in South Africa led to destruction of buildings</p>	<p style="text-align: center;">Economical</p> <p>1.COVID-19 has posed several challenges for businesses</p>
<p style="text-align: center;">Social</p> <p>1.Changing consumer expectations towards the brand and organization 2.Pandemic led to increase in demand for garden equipment</p>	<p style="text-align: center;">Technological</p> <p>1.Development through Networked batteries and charging infrastructure 2.Implementation of digitalisation to ease quality management process 3.Using automation and robotic-technology for lawn mowers</p>
<p style="text-align: center;">Legal</p> <p>1.Lawsuit filed for violating the federal Fair Labor Standards Act and Arkansas Minimum Wage Act 2.Trademark infringement impact the company's brand</p>	<p style="text-align: center;">Environmental</p> <p>1.Increasing trend of circular economy as part of sustainability strategy 2.Using efficient burners for melting magnesium 3.Focusing on the path to carbon neutrality</p>

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