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EMBRAER SWOT & PESTLE ANALYSIS

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Company Name : Embraer

Company Sector : Aerospace and Defense

Operating Geography : South America

About the Company : Embraer is a Brazilian aerospace industry giant which manufactures aircraft which specialises in designing and manufacturing aircrafts and selling them to defence, commercial and security markets. Their main clients are Brazilian air force and other armed forces from the countries in Europe, Asia and Latin America as of 2017.

Revenue :US \$ 6.2 Billion – FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for Embraer is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global Leader in 90-120 seats segment 2.Strong Research and Development Teams 3.Presence in over 60 countries 4.Leading Defence Aircraft Manufacturer 	<ul style="list-style-type: none"> 1.Performance in North America is weaker when compared to other parts of the world 2.Slow growth rate for executive jets market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Joint Ventures with other aircraft manufacturers 2.The emerging defense market in Africa 	<ul style="list-style-type: none"> 1.Chinese local aircraft manufacturers and regulations in china 2.Intense Competition

PESTLE Analysis :

The PESTLE Analysis for Embraer is given below:

<p style="text-align: center;">Political</p> <p>1.Political Stability of countries in Africa and Middle East</p> <p>2.High level of corruption in defence contracts</p>	<p style="text-align: center;">Economical</p> <p>1.Intervention in the free market</p> <p>2.Stability of the Macroeconomics Factors</p>
<p style="text-align: center;">Social</p> <p>1.Class structure, hierarchy and power structure in the society</p> <p>2.Varying corporate culture practices</p>	<p style="text-align: center;">Technological</p> <p>1.Technological developments by Embraer competitors</p> <p>2.New Defence Technologies and Modern Warfare</p>
<p style="text-align: center;">Legal</p> <p>1.Policies for international Trade and Foreign Investment in Military</p> <p>2.Change in tax laws and regulations</p>	<p style="text-align: center;">Environmental</p> <p>1.Steps towards the cleaner environment</p> <p>2.Hybrid Fuels and Better Design</p>

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