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## OSRAM LICHT AG SWOT & PESTLE ANALYSIS

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**Company Name :** Osram Licht AG

**Company Sector :** Electrical, Lighting

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

**About the Company :** In 1919 the merger of the lighting businesses of Auergesellschaft, Siemens & Halske, and Allgemeine Elektrizitäts-Gesellschaft (AEG) led to the formation of Osram Licht AG, a German multinational lighting manufacturer, headquartered in Munich, Germany. The name OSRAM is derived from Osmium and Wolfram (also known as Tungsten), as these elements were generally utilized for lighting filaments at the time the company was established. Besides, being the world's leading lighting manufacturer, the company is currently undergoing a transformation into being a high-tech photonics company, with strengthening its focus on sensors, visualization, and light-based treatments. Photonics is the key technology of the information age and the foundation for OSRAM.

OSRAM's key business segments are Opto Semiconductors, Automotive, and Digital. The OS business unit is one of the leading providers of Opto semiconductors which are crucial elements in lighting, visualization, and sensor technology. Furthermore, the company's semiconductor-based products are highly useful in the fields of transport, safety, connectivity, and health and well-being. OSRAM's products have versatile applications ranging from VR, autonomous driving, high-tech smartphones, intelligent and connected lighting solutions to even the cultivation of indoor plants. As of early 2020, the company employed 23500 people globally. OSRAM was again acknowledged as the "most sustainable lighting manufacturer worldwide" in the "World Finance Sustainability Awards 2020". The World Finance Magazine once a year identifies organizations that "are implementing significant measures in respect to sustainability, analyzing them, and continually looking for ways to improve them."

OSRAM's mission is focused on providing products and services that "help people to see better, communicate better, move better, work, and live better, now and in the future". The USP or Unique Selling Proposition of OSRAM lies in being one of the world's leading lighting

manufacturers that is currently transforming into being a high-tech photonics company.

**Revenue :**

3,464 Million – FY ending 30th September 2019(Y-O-Y growth of (negative) -9.4%)

3,789 Million – FY ending 30th September 2018

**SWOT Analysis :**

The SWOT Analysis for Osram Licht AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence in global market in lighting industry including on e-commerce platforms compared to competitors</li> <li>2.Diversified and broad portfolio of products under different brands</li> <li>3.Quality products leading to excellent relationship with customers</li> <li>4.Leading the Opto-semiconductor market in APAC and EMEA region</li> <li>5.Investing in innovation and R&amp;D through partnerships and collaborations</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining financial performance over last two years</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Ultraviolet LED disinfection solution can be a game changer after pandemic</li> <li>2.Artificial intelligence in semiconductors will open up the future of chips</li> <li>3.Machine learning in sensors and lights in healthcare and autonomous driving is the next big thing</li> </ul>	<ul style="list-style-type: none"> <li>1.Fast changes in European regulations impacting operations</li> <li>2.Fierce competitive market may lead to acquisition or mergers</li> <li>3.Financial crisis in times of pandemic has impacted revenue</li> </ul>

## PESTLE Analysis :

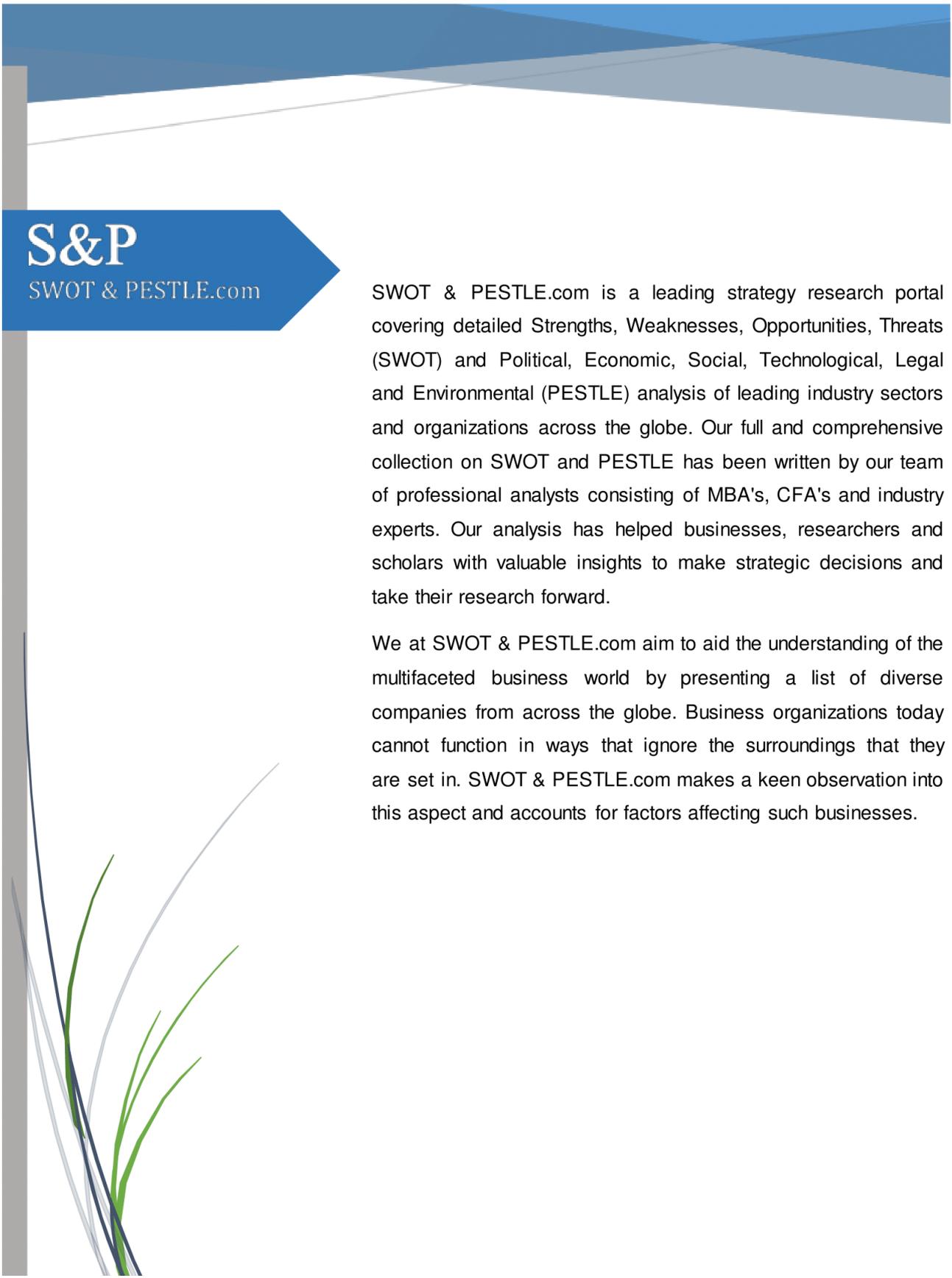
The PESTLE Analysis for Osram Licht AG is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Brexit or looming hard Brexit has increased uncertainties over operations</li> <li>2. Lightening industry is falling prey to U.S. China trade war</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Macroeconomic condition has impacted business</li> <li>2. Growth in smart city development across globe</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Urbanization and need of horticulture leading to inclination towards energy efficient lighting solutions</li> <li>2. Incorporating digital lifestyle has led to innovation in lighting industry</li> <li>3. Understanding lighting solution for ageing population</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Adopting IoT and automation into products to offer digital experience to customers</li> <li>2. DMS and modern headlamps providing safe driving technology in automotive sector</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Potential violation of health and safety regulation in product leading to recalls</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Combating climate change through energy efficiency product and reduction in greenhouse gases</li> <li>2. Conserving water and recycling numerous production substances</li> </ol>

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