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## XYLEM. INC SWOT & PESTLE ANALYSIS

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**Company Name :** Xylem. Inc

**Company Sector :** Engineering, Water Technology Industry

**Operating Geography :** United States, North America, Global

**About the Company :** Xylem is a leading water technology firm headquartered at New York, USA and was founded in 2011 committing to "solving water" by developing innovative and smart technology solutions to meet the world's water, wastewater and energy needs. In a world of progressive challenges, Xylem delivers innovative water technology solutions throughout the cycle of water. Their technical prowess is invaluable in the water industry. Xylem design, manufacture and provide high engineered products and solutions for various key applications, not only in the water sector, but also in electricity and gas. The company's diverse portfolio caters to a wide range of customer needs across the water cycle ranging from water consumption to collection and analysis of water quality and treatment of waste water. Emphasize customer needs in a comprehensive portfolio of services and solutions. Xylem has different market perception in the areas of major applications including transportation, treatment, testing, smart metering, infrastructure assessment services, digital solutions, condition assessment and leak detection, commercial and residential building services and industrial processing. Xylem Inc. emphasizes greatly on the Indian market and its growth and development in India. Xylem Water Solutions India Pvt. Ltd. was formed by the spin-off water business of ITT Corporation India Pvt. Ltd. At present, Xylem India has its research facility in Baroda and its sales offices in Bangalore, Delhi, Mumbai and Pune. As of 2021, the total number of employees in India is over 200 and more than 17,000 employees all around the world.

Xylem Inc. unique selling proposition lies in being one of the world's leading water technology organization. Xylem Inc. vision statement reads, "We devote our technology, time and talent to advance the smarter use of water. We look to a future where global water issues do not exist."

**Revenue :**

Total Net Sales:

US \$ 5249 million – FY ending 31st Dec 2019

US \$ 5207 million – FY ending 31st Dec 2018

## SWOT Analysis :

The SWOT Analysis for Xylem. Inc is given below:

Strengths	Weaknesses
<p>1.Strong Brand Portfolio consisting well-established market leading brands</p> <p>2.Robust and well-connected global distribution channel consisting independent channel partners.</p> <p>3.Strong Merger &amp; Acquisition strategies providing long-term growth for Xylem Inc</p> <p>4.Technological Advancement &amp; R&amp;D capabilities to promote a steady flow of innovative, high-quality products.</p>	<p>1.High indebtedness which may restrict company's operational flexibility</p> <p>2.Reliance on third parties to supply critical business processes and activities</p>
Opportunities	Threats
<p>1.Increased investment in faster-growth regions and innovations to enhance market position.</p> <p>2.Rapid rise in global colorimeter market amid COVID-19 pandemic</p> <p>3.Growing demand for fresh water and efficient water supply infrastructure</p>	<p>1.Cyber threats or other interruptions in information technology, communications networks and operations.</p> <p>2.Inflation, tariffs and other manufacturing and operating cost increases</p>

## PESTLE Analysis :

The PESTLE Analysis for Xylem. Inc is given below:

Political	Economical
<ul style="list-style-type: none"> <li>1.Impact of change in tax laws and tax rates</li> <li>2.Liberalized market and economic regulation.</li> <li>3.Implication of US-China Trade war on imports and exports of goods.</li> <li>4.Potential impact of Brexit on operations and financial conditions</li> </ul>	<ul style="list-style-type: none"> <li>1.Changes in trade protection measures, tariffs and other trade barriers</li> <li>2.Impact of Currency exchange rate fluctuations and restrictions on currency repatriation</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1.Spreading Consumer awareness on environmental sustainability through sustainable packaging</li> <li>2.Managing and spreading awareness concerning climate related-risks</li> <li>3.Urbanization leading to increasing concerns for water affordability and efficient delivery</li> </ul>	<ul style="list-style-type: none"> <li>1.Built a platform of decision intelligence digital solutions</li> <li>2.Focus on R&amp;D to drive innovation and growth</li> </ul>
Legal	Environmental
<ul style="list-style-type: none"> <li>1.Impact of Change in laws, ordinances, regulations or other government policies</li> <li>2.Significance of Copyright, patents/Intellectual property law</li> </ul>	<ul style="list-style-type: none"> <li>1.Minimizing the environmental impact of their operations</li> <li>2.Reduce carbon footprint and operational greenhouse gas emissions</li> <li>3.Public benefit and making communities more resilient and sustainable.</li> </ul>

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