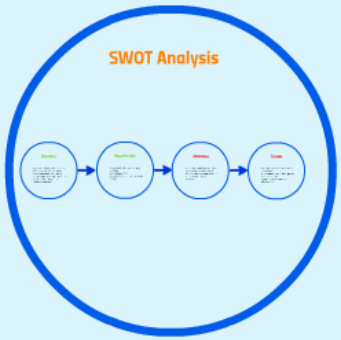
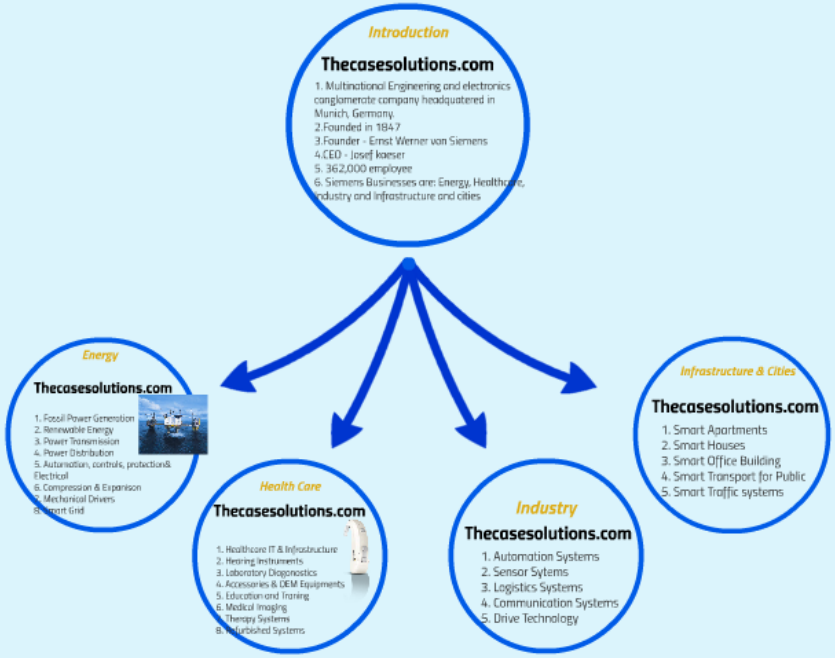
Sustainability at Siemens



Sustainability at Siemens



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Introduction

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1. Multinational Engineering and electronics conglomerate company headquatered in Munich, Germany.
2.Founded in 1847
3.Founder - Ernst Werner von Siemens
4.CEO - Josef kaeser
5. 362,000 employee
6. Siemens Businesses are: Energy, Healthcare, Industry and Infrastructure and cities

Energy

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1. Fossil Power Generation
2. Renewable Energy
3. Power Transmission
4. Power Distribution
5. Automation, controls, protection& Electrical
6. Compression & Expanison
7. Mechanical Drivers
8. Smart Grid

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Health Care

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1. Healthcare IT & Infrastructure
2. Hearing Instruments
3. Laboratory Diagonostics
4. Accessories & OEM Equipments
5. Education and Traning
6. Medical Imaging
7. Therapy Systems
8. Refurbished Systems

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Industry

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1. Automation Systems
2. Sensor Sytems
3. Logistics Systems
4. Communication Systems
5. Drive Technology

Infrastructure & Cities

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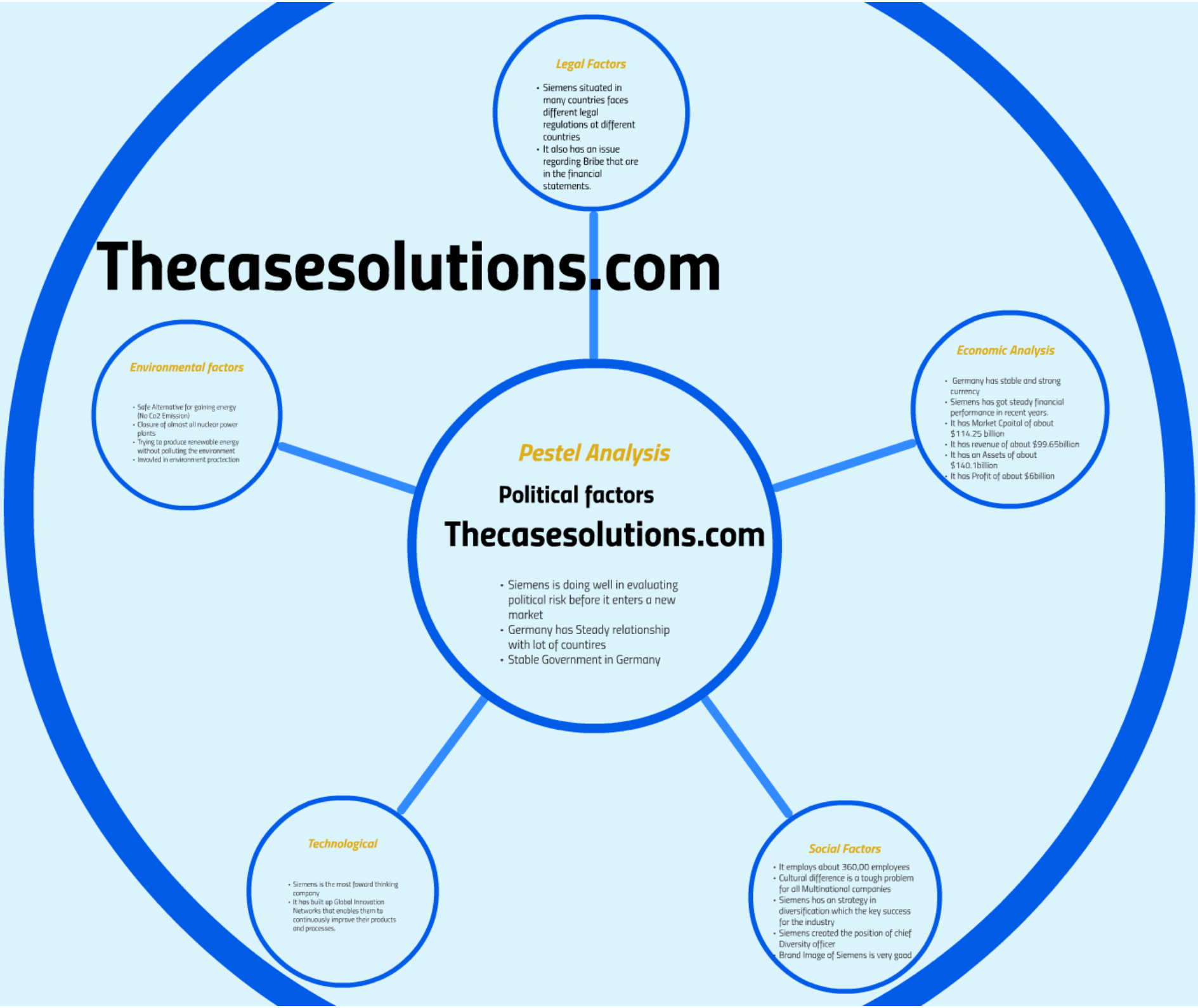
1. Smart Apartments
2. Smart Houses
3. Smart Office Building
4. Smart Transport for Public
5. Smart Traffic systems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Legal Factors
• Siemens situated in many countries faces different legal regulations at different countries
• It also has an issue regarding Bribe that are in the financial statements.
Environmental factors
• Safe Alternative for gaining energy (No Co2 Emission)
• Closure of almost all nuclear power plants
• Trying to produce renewable energy without polluting the environment
• Involved in environment proctection
Pestel Analysis
Political factors
Thecasesolutions.com
• Siemens is doing well in evaluating political risk before it enters a new market
• Germany has Steady relationship with lot of countires
• Stable Government in Germany
Economic Analysis
• Germany has stable and strong currency
• Siemens has got steady financial performance in recent years.
• It has Market Cpaital of about $114.25 billion
• It has revenue of about $99.65billion
• It has an Assets of about $140.1billion
• It has Profit of about $6billion
Technological
• Siemens is the most foward thinking company
• It has built up Global Innovation Networks that enables them to continuously improve their products and processes.
Social Factors
• It employs about 360,00 employees
• Cultural difference is a tough problem for all Multinational companies
• Siemens has an strategy in diversification which the key success for the industry
• Siemens created the position of chief Diversity officer
• Brand Image of Siemens is very good

Pestel Analysis

Political factors

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