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# S&P TEST

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## SCHNITZER STEEL INDUSTRIES, INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Schnitzer Steel Industries, Inc.

**Company Sector :** Metal Recycling

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

**About the Company :**

Schnitzer Steel Industries, Inc., based in Portland, Oregon, is a steel manufacturer and scrap metal recycler. It was founded in 1906 and collects, processes, and recycles ferrous and nonferrous scrap metal. The company has 95 recycling facilities around the world, including seven deep water ports on both coasts of the United States, as well as in Hawaii and Puerto Rico, that allow for efficient delivery of processed waste metals to steel mills and foundries. Customers in the United States and Canada benefit from the company's used car parts stores, which offer low-cost, high-quality parts. Its steel production facility turns scrap metal into high-quality steel products like reinforcing bar (rebar), wire rod, coiled bar, merchant bar, and other speciality items. The global market for recycled metal has been expanding due to breakthroughs in processing technologies and major environmental benefits, and this is a key driver of the company. Scrap metal is collected in North America, processed for reuse, and sold to steel mills and foundries around the world. In August 2021, the Company announced that it has reached a deal to acquire Columbus Recycling's assets in the Southeast United States.

Schnitzer Steel Industries, Inc.,'s USP is that it has developed to become a global leader in metals recycling through a combination of organic investments and acquisitions that have provided cutting-edge processing, manufacturing, and information technologies. The mission statement of Schnitzer Steel Industries reads, "At Schnitzer, we generate both economic and environmental benefits by providing long-term metal recycling solutions globally. Our financial performance is a key driver of our Sustainability performance"

**Revenue :**

\$ 1,712.3 million - FY ending 31st August 2020 (y-o-y growth -20%)

\$ 2,132.8 million - FY ending 31st August 2019

**SWOT Analysis :**

The SWOT Analysis for Schnitzer Steel Industries, Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of North America's largest recyclers of scrap metal</li> <li>2. Consistently ranked #1 in "World's Most Ethical Companies"</li> <li>3. Lower energy costs compared to competitors</li> <li>4. Strong balance sheet and cash flows</li> </ul>	<ul style="list-style-type: none"> <li>1. Issues with environment compliance</li> <li>2. CSS segment accounts for small part of revenues</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Undertaking efficiency improvement and cost-reducing initiatives</li> <li>2. Investing in technology improvements to increase production efficiency</li> <li>3. Improve port and ground-based networks to reach more customers</li> </ul>	<ul style="list-style-type: none"> <li>1. High competition from brokers buying scrap metal on behalf of steel mills</li> <li>2. Lower supply of end-of-life vehicles due to COVID-19</li> <li>3. Competition from government owned aggressively priced product manufacturers</li> <li>4. Declining price of finished steel products</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Schnitzer Steel Industries, Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Import duties and quotas on US scrap metal put by China</li> <li>2.New anti-dumping orders against a number of foreign countries</li> <li>3.US trade agreement with Mexico and Canada</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Disruption of global supply chains due to COVID-19</li> <li>2.Sharp economic downturns leading to weaker commodity prices</li> <li>3.Strengthening US dollar may reduce exports</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Greater demand for electric cars</li> <li>2.Consumers want to sell old cars online</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Steel mills need permits under the Clean Air Act provisions ","</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Compliance with the CERCLA Act</li> <li>2.GHG emission laws are becoming stricter"]]</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.</li> </ol>

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