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VERITIV CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Veritiv Corporation

Company Sector : Packaging, Printing, Others

Operating Geography : United States Canada, Mexico

About the Company :

Veritiv Corporation is a distributor of packaging, printing, and hygiene solutions to businesses. It is based in Sandy Springs, Georgia. The company was founded on July 1, 2014, when the xpedx business of International Paper Firm merged with Unisource Worldwide's parent company, completing the company's corporate spin-off. Veritiv also offers logistics and supply chain management services to its clients in industries such as manufacturing, food processing and service, fulfilment and internet retail, property management, higher education, healthcare, entertainment and hospitality, and commercial printing and publishing. Based on the type of product, it operates in four main segments which include print, publishing, packaging, and facility solutions segments. The company has distribution hubs across the United States, Canada, and Mexico, as well as team members all over the world, serving customers in a wide range of industries in North America and around the world. The company marked its 7th anniversary on July 4, 2021, and it is ranked 412th on the Fortune 500.

Veritiv's USP lies in being the market leader in business-to-business distribution solutions, with 125 distribution centres across the US, Canada, and Mexico. The mission statement of Veritiv's reads, "ONE TEAM, SHAPING SUCCESS THROUGH EXCEPTIONAL SERVICE, INNOVATIVE PEOPLE, AND CONSISTENT VALUES. This is our commitment to our customers, our employees, our investors, and our suppliers"

Revenue :

\$6.3 billion - FY ending 31st December 2020

\$7.6 billion - FY ending 31st December 2019



SWOT Analysis :

The SWOT Analysis for Veritiv Corporation is given below:

| Strengths | Weaknesses |
|--|--|
| 1.Strong supplier networks and diverse client | 1.High indebtedness that may adversely affect |
| base; providing flexible contacts and services | business |
| 2.Diversified business portfolio providing | 2.Three significant shareholders that have |
| solutions in various segments | power to influence decisions |
| 3.Successful mergers and acquisitions that | 3.No patents owned by company to protect |
| support growth of the company | intellectual property |
| 4.Recent shift to e-commerce packaging to aid | 4.Anti-takeover provisions in charter and |
| business in packaging post-covid | restated by-laws could discourage, delay or |
| 5.Fortune 500 company and a leader in | prevent a change of control of Company |
| packaging and print in North America | affecting the trading price of the common |
| | stock. |
| Opportunities | Threats |
| 1.The packaging industry in the USA is | 1.Changes in prices of raw materials may drive |
| expected to increase at a rate of 4.6% CAGR | up costs and dwindle profits |
| 2.Developing and implementing new | 2.Stiff competition from other similar |
| technology to stay ahead of competition | companies |
| | 3.Falling demand for paper may negatively |
| | affect business |



PESTLE Analysis :

The PESTLE Analysis for Veritiv Corporation is given below:

| Political | Economical |
|---|---|
| 1.Changes in U.S. and international trade | 1.Changes in prices of fuel adversely affects |
| policies and regulations could adversely affect | transportation costs |
| our business and operating results | 2.Impact of COVID on economy and supply |
| | chains negatively affected businesses |
| Social | Technological |
| 1.Consumer preferences are changing to | 1.The demand for paper is declining as print is |
| flexible packaging | increasingly becoming digital |
| 2.Aging population in the US will cause | 2.E-commerce sales have spiked and are |
| changes in health pensions laws and | predicted to continue rising in coming years |
| healthcare programs | |
| Legal | Environmental |
| 1.Packaging companies are subject to various | 1.There is an increasing shift to sustainable |
| safety and environmental regulations and laws | packaging throughout all industries |
| 2.Transportation operations are subject to U.S. | 2.Packaging and paper businesses produce |
| Department of Transportation Federal Motor | excessive waste during production |
| Carrier Safety Regulations | 3.Businesses are focusing their efforts to |
| | become more environment-friendly and |
| | adopting 'green' methodologies |

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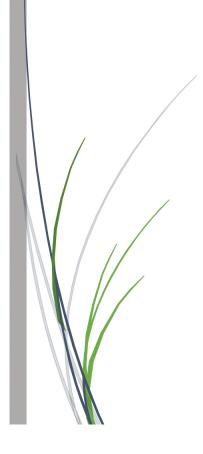


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