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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
<ul style="list-style-type: none"> <li>1.Strong supplier networks and diverse client base; providing flexible contacts and services</li> <li>2.Diversified business portfolio providing solutions in various segments</li> <li>3.Successful mergers and acquisitions that support growth of the company</li> <li>4.Recent shift to e-commerce packaging to aid business in packaging post-covid</li> <li>5.Fortune 500 company and a leader in packaging and print in North America</li> </ul>	<ul style="list-style-type: none"> <li>1.High indebtedness that may adversely affect business</li> <li>2.Three significant shareholders that have power to influence decisions</li> <li>3.No patents owned by company to protect intellectual property</li> <li>4.Anti-takeover provisions in charter and restated by-laws could discourage, delay or prevent a change of control of Company affecting the trading price of the common stock.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.The packaging industry in the USA is expected to increase at a rate of 4.6% CAGR</li> <li>2.Developing and implementing new technology to stay ahead of competition</li> </ul>	<ul style="list-style-type: none"> <li>1.Changes in prices of raw materials may drive up costs and dwindle profits</li> <li>2.Stiff competition from other similar companies</li> <li>3.Falling demand for paper may negatively affect business</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Veritiv Corporation is given below:

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

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