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WESTLAKE CHEMICAL SWOT & PESTLE ANALYSIS

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Company Name : Westlake Chemical

Company Sector : Chemicals

Operating Geography : United States, North America, Global

About the Company : Westlake Chemical is a producer and supplier of petrochemicals, polymers, and manufactured construction products that are essential in a variety of consumer and industrial sectors. In 1986 Ting Tsung Chao established the company and its headquarters are situated in Houston, Texas. Olefins and Vinyls are two of the company's segments. At the Lake Charles site, the Olefins section produces ethylene, polyethylene, styrene, and related co-products, while the Longview unit produces polyethylene. Vinyls manufacture and sell pipe, fittings, profiles, foundations, building products, fence and deck components, window and door components, film, and sheet products, among other building materials. The ethylene produced by the company is used in the polyethylene, styrene, and VCM processes. In addition, the company sells propylene, crude butadiene, pyrolysis gasoline, and hydrogen, as well as ethylene and ethylene co-products. As of 2021, the company leverages the talent of 9022 employees.

Westlake Chemical's USP lies in its being the global manufacturer and supplier of petrochemicals, polymers, and construction materials that improve people's lives. The mission statement of Westlake Chemical reads, "Our mission is to serve our customers by safely and reliably providing quality and sustainable products and services that enhance people's lives every day. ... Safety and a vigilant stewardship of the environment is at the forefront of everything we do".

Revenue :

\$7.504 billion - FY ending 31st December 2020 (y-o-y growth -7.56%)

\$8.118 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Westlake Chemical is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strategic acquisitions leading to diversification of the business and product mix 2.Vertically integrated global manufacturer of chemicals and building materials 3.Large customer base with no customer accounting for more than 10% of the net sales 	<ul style="list-style-type: none"> 1.Subject to various allegations regarding violations of environmental laws and regulation 2.Dependence on limited number of outside suppliers for specified feedstocks and services 3.The company has high level of debt which increases cost. 4.Reliance on third party transportation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising demand for ethylene and polyvinyl chloride providing opportunities for expansion 2.Increase in the demand for the downstream building products business 	<ul style="list-style-type: none"> 1.Cyclic nature of the petrochemical industry impacting result of operations 2.Volatility in the prices of raw materials and energy 3.Decline in the demand for U.S. residential housing market could reduce demand

PESTLE Analysis :

The PESTLE Analysis for Westlake Chemical is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Geo-political conflicts in the Middle East regions. 2. Change in the tax policy by the Biden administration. 3. Changes in the regulatory policies applicable to German energy sector for industrial users increase costs of the company. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Increase in the prices of crude oil positively impacting margins of the company.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Customers shifting to e-commerce leading to growth of packaging industry. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Use of autoclave technology for producing higher margin specialty polythene products. 2. Ownership of intellectual property portfolio developed from focused research in process and product technology.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Regulated and monitored by several environmental regulatory authorities like the Environmental Protection Agency. 2. Subject to state laws like the U.S. Comprehensive Environmental Response, Compensation and Liability Act. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Focused on promotion of circular economy through sustainable flooring. 2. Dedicated towards prevention of pollution and reduces emission of greenhouse gases. 3. To promote sustainability, part of the Alliance to End Plastic Waste.

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