
S&P TEST

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SAPPI LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Sappi Limited

Company Sector : Paper and Forest Products

Operating Geography : South Africa, Africa, Global

About the Company :

Sappi Limited is a South African corporation headquartered in Johannesburg. It was founded in 1936 as South African Pulp and Paper Industries Limited. Sappi's operations are divided into three divisions: Sappi Fine Paper, Sappi Forest Products, and Sappi Trading. Sappi Fine Paper North America, Sappi Fine Paper Europe, and Sappi Fine Paper South Africa are the three geographic business segments that run the company. North America, Europe, Southern Africa, and Asia are all home to Sappi Fine Paper's manufacturing and marketing facilities. The company's major areas of specialisation are graphic/printing papers, packaging and speciality papers, dissolving wood pulp (DWP), as well as goods in adjacent disciplines such as nanocellulose and lignosulfonate. The business has manufacturing operations in nine countries across four continents, with clients in more than 100 nations. In October 2021, Sappi Europe announced that it has decided to implement a broad energy surcharge across all goods because it can no longer bear the full impact of the enormous spike in energy prices.

Sappi's USP lies in its being a global leader in sustainable woodfibre products and solutions in the areas of dissolving pulp, printing papers, packaging and speciality papers, casting and release papers, biomaterials, and bio-energy. The mission statement of Sappi reads, "Through the power of One Sappi — committed to collaborating and partnering with stakeholders — we aim to be a trusted and sustainable organisation with an exciting future in woodfibre and products in adjacent fields".

Revenue :

US\$ 5,265 million - FY ending 30th September 2021 (y-o-y growth 14.23%)

US\$ 4,609 million - FY ending 30th September 2020 (y-o-y growth -19%)

US\$ 5,746 million - FY ending 30th September 2019

SWOT Analysis :

The SWOT Analysis for Sappi Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.The company has a diversified product portfolio 2.Sappi Limited is one of the world's leading manufacturer of dissolving pulp and coated woodfree paper 3.It has global presence with customers in more than 150 countries 	<ul style="list-style-type: none"> 1.The company is heavily indebted 2.Lowered credit ratings to "Ba2" due to declining operating profits in the recent periods 3.The company's manufacturing and forestry operations are dangerous causing risk to health and safety of employees
Opportunities	Threats
<ul style="list-style-type: none"> 1.Constant investment in research and development 2.Growth in the packaging and specialty papers and dissolving pulp product sector 3.Expansion in markets for sugar, furfural, lignin, nanocellulose 	<ul style="list-style-type: none"> 1.The prevalence of HIV or AIDS in South African region 2.Covid 19 could continue to negatively impact demand 3.Digitalization of publication paper 4.Severe events like fires and droughts.

PESTLE Analysis :

The PESTLE Analysis for Sappi Limited is given below:

<p style="text-align: center;">Political</p> <p>1.Uncertainty over Brexit will have an impact on the operations of the company</p>	<p style="text-align: center;">Economical</p> <p>1.US-China trade war reducing demand for textiles produced in China</p> <p>2.Fluctuations in the value of Rand, Euro and Renminbi relating to the US Dollar impact the operations of the company</p>
<p style="text-align: center;">Social</p> <p>1.Shift towards sustainable and environment friendly packaging solutions positively impacting demand.</p> <p>2.Shift to digital media from print media negatively impacting demand</p>	<p style="text-align: center;">Technological</p> <p>1. Use of sustainable energy-intensive technology for pulping of wood.</p> <p>2. Use of technology in production to increase sustainability and decrease environmental degradation</p>
<p style="text-align: center;">Legal</p> <p>1.Subject to various laws governing forest operations like the Forest Sector code</p>	<p style="text-align: center;">Environmental</p> <p>1.Shift towards renewable energy resources instead of fossil fuels reducing greenhouse gas emissions.</p> <p>2.Increased focus towards water conservation.</p> <p>3.Increased focus towards building a circular economy.</p>

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