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GRACO SWOT & PESTLE ANALYSIS

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Company Name : Graco

Company Sector : Manufacturing, Fluid-handling Systems and Products

Operating Geography : United States, North America, Global

About the Company : Graco is a fluid-handling system and product manufacturer incorporated in Minneapolis, Minnesota. Russell Gray, a Minneapolis parking lot attendant, and his brother Leil Gray created Gray Company, Inc. in 1926 to manufacture and distribute Russell's air-powered grease gun. Graco Inc. provides fluid management technologies and expertise for both industrial and commercial applications. It creates, manufactures, and sells systems and equipment for moving, measuring, controlling, dispensing, and spraying fluids. The firm maintains an ambitious design and development strategy for new products and systems, which it distributes through a global network of distributors and other channels. The Contractor Equipment Division of Graco now has airless sprayers, line striping units, fine finish equipment, texture sprayers, roof painting rigs, and pressure washers (CED). Painting, anti-corrosion, fluid transfer, glueing, and sanitary applications, as well as automotive, aeronautic, body refinish, wood, building and construction, and marine, are just a few of the markets that Graco serves. The firm released the Reactor 3™ spray foam proportioner system, the newest member of the Reactor® proportioner family, on March 31, 2022.

Graco's USP lies in its being one of the leading suppliers of fluid management products and packages in the world. The mission statement of Graco reads, "to generate sustained profitable growth to benefit its customers, employees, shareholders and communities worldwide".

Revenue :

\$ 1987.6 million - FY ending 31st December 2021 (y-o-y growth 20.45%)

\$ 1650.1 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Graco is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Both production and sales are spread around the globe. 2.Stock has consistently outperformed the market. 3.Strengthened market position through multiple acquisitions through the years. 4.Has a portfolio of 8+ brands spread across multiple industries 	<ul style="list-style-type: none"> 1. Lack of a diversified customer base in the contractor segment.
Opportunities	Threats
<ul style="list-style-type: none"> 1.All customer industries are expected to grow throughout 2022. 2.Food processing industry has a growing need for fluid handling systems. 3.More industries look to increase energy efficiency and reduce environmental footprint. 4.Geographical proximity to customers could boost sales. 	<ul style="list-style-type: none"> 1.Rising inflation will increase cost of raw materials. 2.Russia-Ukraine crisis affects global supply chain. 3.Ongoing impact of Covid-19 adversely affects business.

PESTLE Analysis :

The PESTLE Analysis for Graco is given below:

Political	Economical
1.The Russia-Ukraine crisis will affect global supply chain. 2.US-China tensions affect trade and import of raw materials.	1.The fluid handling systems market is growing at a CAGR of 4.8%. 2.Inflation and supply chain issues in the US increase prices of raw materials. 3.Stock market expected to remain volatile given domestic and international conditions.
Social	Technological
1.Increasing urbanization and growing demand for automobiles to spur demand for paint sprayers	1.Electric vehicle battery manufacturing is undergoing several developments
Legal	Environmental
1.Biden's bipartisan infrastructure law has directed funding for EV charging. 2.US Treasury new rules on foreign tax credits for US multinationals	1.More companies are using alternative energy for manufacturing their products. 2.Companies under pressure to increase efficiency and reduce environmental impact.

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