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DOMTAR CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Domtar Corporation

Company Sector : Paper and Pulp

Operating Geography : Canada, North America, Global

About the Company :

Domtar Corporation is a North American integrated producer of uncoated free-sheet paper headquartered in South Carolina. Henry Potter Burt created Burt, Boulton Holding Ltd in 1848 in England, and it is still going strong today. As demand for railway ties and wharf pilings rose in Europe and North America, the company's business thrived by focusing on preventing rot in wood. In 1965, the firm changed its name to Domtar Ltd. With well-known brands like Cougar, Lynx Opaque Ultra, Husky Opaque Offset, First Choice, Sandpiper (premium 100 percent recycled unbleached), and Domtar EarthChoice Office Paper, the company designs, manufactures, markets, and distributes a wide range of business, commercial printing, publication, as well as technical and speciality papers. Papergrade, fluff, and specialised pulp are also manufactured by the company. Domtar also sells disposable washcloths and makes and supplies a complete line of adult incontinence products. Domtar Distribution Group, a vast network of paper distribution facilities, is owned and operated by Domtar. On April 20, 2022, Domtar announced a long-term partnership with the Nature Conservancy of Canada, which coincided with the signing of Canada's largest private land conservation agreement.

Domtar Corporation's USP is that it is North America's largest integrated producer of uncoated free-sheet paper, as well as a producer of papergrade pulp, and the world's second largest in terms of production capacity. The mission statement of Domtar Corp, reads, "To be the leader in innovating fibre-based products, technologies, and services, committed to a sustainable and better future".

Revenue :

US\$ 3,652 million - FY ending 31st December 2020 (y-o-y decline 16.4%)

US\$ 4,369 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Domtar Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Major portion of energy requirement sufficed using its own by-products 2. Largest integrated uncoated paper manufacturer in North America 3. Maintaining strong market leadership in paper and pulp 4. Access to total of 30 million acres forest land 	<ol style="list-style-type: none"> 1. Failed to maintain secondary personal care business 2. Considerable proportion of sales dependent on handful of customers
Opportunities	Threats
<ol style="list-style-type: none"> 1. Containerboard production uptake is a major opportunity for business growth 2. Paper Freezer Pack can be a better alternative than plastic bases products 3. Reconfigured woodroom to reduce fiber loss, increasing productivity 4. Large scale production capacity of Thermal POS paper by acquiring Appvion Inc. 5. Ashdown Mill expected to meet increased consumer demands 	<ol style="list-style-type: none"> 1. Demand for company products declining due to competing alternatives 2. Acquiring timber becoming more challenging 3. Acquisition of the company may result in major changes against company norms

PESTLE Analysis :

The PESTLE Analysis for Domtar Corporation is given below:

Political	Economical
1. China's ban on import US recovered paper limits company's export opportunities 2. United States plans to increase tariff on lumber import from Canada	1. Surge in demand for packaging paper new hope after Covid-19 slump 2. Rising instances of tree poaching adds to company expenses
Social	Technological
1. Consumers preference to sustainable packaging should be looked into by Domtar	1. Energy efficient technology in paper manufacturing might be beneficial for Domtar
Legal	Environmental
1. USA's shift to paper ballot voting will boost company sales 2. Regulations in Canadian public forest area eased, might be a potential timber source	1. Toilet papers becoming unfit for environment, a major reason of worry 2. Biomass fuel a major environmental hazard

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