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RELIANCE STEEL AND ALUMINUM CO. SWOT & PESTLE ANALYSIS

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Company Name : Reliance Steel and Aluminum Co.

Company Sector : Metals

Operating Geography : USA, North America, Global

About the Company :

Reliance Steel and Aluminum Co., headquartered in Los Angeles, California, is North America's largest metals service center operator. To 125,000 fabricators and manufacturers, the company provides metals processing services and distributes a line of approximately 100,000 metal products, including aluminum, brass, alloy, copper, carbon steel, stainless steel, titanium, and specialty metal products. Thomas J. Neilan founded the company on February 3, 1939 in Los Angeles. The company used to be known as Reliance Steel Products Company, and it manufactured and sold steel reinforcing bars (rebar) for the construction industry. The name was changed to Reliance Steel Company in 1944. The company went public on September 14, 1994, after an initial public offering. Reliance was honored as part of AMM's sixth annual Awards for Steel Excellence, which honors the best companies in a variety of categories. In 2022, Reliance Steel & Aluminium Co. completed its acquisition of Rotax Metals Inc., Admiral Metals Servicecenter Company and Nu-Tech Precision Metals Inc.

The USP of RSAC is that it is North America's largest metals service center company. The vision statement of RSAC reads, "Our history is the key to writing the story of our future. We strive to be a market leader, committed to setting industry leading standards in all measures of business performance and customer service. We expect all of our employees to exhibit the highest levels of personal integrity, teamwork, and appreciation for our diverse individual and company cultures. We believe in always treating people fairly, whether employee, supplier, or customer, while always looking for ways to improve our service and contribution to the communities in which we live and work."

Revenue :

\$ 8,811.9 million - FY ending 31st March 2020 (y-o-y growth -19.7%)

\$ 10,973.8 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Reliance Steel and Aluminum Co. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strong and consistent financial performance 2. North America's largest metals service company 3. Strong focus on maintaining workplace safety 4. Significant volume of recycled metal purchased 5. Operates in broad spectrum of end-markets 	<ol style="list-style-type: none"> 1. Reports of stock being overvalued 2. Loss of revenue from project delays 3. International segments accounts for small percentage of sales
Opportunities	Threats
<ol style="list-style-type: none"> 1. Decentralize operations to handle small order with greater efficiency 2. \$245 million worth investments in upgrades and expansions 3. Begin internal benchmarking to meet ESG requirements 	<ol style="list-style-type: none"> 1. High costs of maintaining processing and distribution equipment 2. Fall in selling price per ton of metal 3. Slowdown in M&A activity due to COVID-19

PESTLE Analysis :

The PESTLE Analysis for Reliance Steel and Aluminum Co. is given below:

Political	Economical
<ol style="list-style-type: none"> 1. Import duties and quotas on US scrap metal put by China 2. US trade agreement with Mexico and Canada 3. Growth in steel demand in emerging economies 	<ol style="list-style-type: none"> 1. Global demand for aluminum set to rise 2. Increasing price margins in steel sector
Social	Technological
<ol style="list-style-type: none"> 1. Recognition of steel as a pillar of green economy 	<ol style="list-style-type: none"> 1. New ORC technology to save energy and reduce carbon footprint 2. Growing adoption of carbon-free steel manufacturing processes
Legal	Environmental
<ol style="list-style-type: none"> 1. Steel mills need permits under the Clean Air Act provisions 	<ol style="list-style-type: none"> 1. Active engagement with ESG ratings agencies 2. Operational scrap sold to recyclers instead of being discarded

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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