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## DANGOTE CEMENT PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Dangote Cement plc

**Company Sector :** Cement and building materials

**Operating Geography :** Nigeria, Africa, Global

**About the Company :**

Dangote Cement Plc is a publicly-traded Nigerian cement company headquartered in Lagos. In Nigeria, the company manufactures, prepares, imports, packages, and distributes cement and associated products, and it also operates plants or import terminals in nine other African countries. The business was renamed Dangote Cement Plc in July 2010 from Obajana Cement Plc. The corporation was formed in 1992 and is a subsidiary of Dangote Industries Limited. It is the largest firm trading on the Nigerian Stock Exchange. Nigeria and Pan Africa are the company's two segments. Its operations in Nigeria include the Obajana Cement Plant in Kogi State, the Gboko Cement Plant in Benue State, and the Ibese Plant in Ogun State. Cameroon, Ethiopia, Ghana, Senegal, South Africa, Tanzania, and Zambia are among its Pan African businesses, which comprise factories and import facilities. Its operations are also concentrated in Congo and Sierra Leone. Dangote Industries Limited is sponsoring the ongoing 2022 international trade fairs in Abeokuta and Enugu, the capitals of Ogun and Enugu states, respectively, as part of efforts to rev up commerce, industry, and economic activities.

Dangote Cement Plc USP lies in its being the top cement firm in Sub-Saharan Africa, with a production capacity of 48.6 million tonnes per year spread over ten nations, making it the continent's largest cement maker. The mission statement of Dangote Cements reads, "To help Nigeria and other African countries towards self-reliance and self-sufficiency in the production of the world's most basic commodity, by establishing efficient production facilities in strategic locations close to key growth markets".

**Revenue :**

Naira 1383.6 billion - FY ending 31st December 2021 (y-o-y growth 33.8%)

Naira 1034.2 billion - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Dangote Cement plc is given below:

Strengths	Weaknesses
<p>1. Leading cement company in the Sub-Saharan African region.</p> <p>2. Strong balance sheet with low net debt.</p> <p>3. The company has 3 cement plants in Nigeria which is the largest market for cement in Sub-Saharan Africa.</p> <p>4. High return to shareholders through dividends and has paid over</p>	<p>1.3 Naira trillion over the past 10 years.</p> <p>5. Efficient low-cost production plants and in close proximity to essential natural resources.</p> <p>","</p>
Opportunities	Threats
<p>1. Limited global presence with operations only present in Africa.</p> <p>2. Production mainly takes place in Nigeria.</p> <p>"),["<b>Opportunities</b></p>	<p>1. Increase in production and demand for cement in Nigeria and clinker leading to decline in costs.</p> <p>2. Absence of limestone in most of West Africa, forcing them to import bulk cement or its intermediate products.</p> <p>3. The population growth in Sub-Saharan Africa will create demand for cement.</p> <p>","</p>

## PESTLE Analysis :

The PESTLE Analysis for Dangote Cement plc is given below:

Political	Economical
1.African continental free trade area will positively contribute to intra-regional trade 2.Several barriers to trade in Africa positively impacting the company	1.Sub-Saharan African region was hit by both the commodity market decline and the pandemic 2.Infrastructure investment is a priority in Africa
Social	Technological
1.Rapid urbanization in Africa provides potential for growth of the company. 2.Per capita cement consumption is low, providing potential for growth in the future.	1. Leveraging the latest technology for the production of high-quality cement in fuel efficient plants. 2. Use of technology like Prompt Gamma Neutron Activation Analysis for online analysis and robotic laboratory.
Legal	Environmental
1.Compliance with various regulatory requirements with respect to filings and statutory returns.	1.To increase sustainability efforts towards reduction of emission of carbon dioxide. 2.In order to reduce the environmental impact of cement production, reforestation initiatives have been adopted.

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