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CHINA BAOWU STEEL GROUP SWOT & PESTLE ANALYSIS

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Company Name : China Baowu Steel Group

Company Sector : Steel

Operating Geography : China, Asia, Global

About the Company :

Baowu, or China Baowu Steel Group Corp., Ltd., is a state-owned iron and steel company based in Shanghai's Pudong region. In December 2016, China Baowu Steel Group Corporation Limited, which was formed by the merger and restructuring of previous Baosteel Group Corporation Limited and Wuhan Iron & Steel (Group) Corporation, was formally announced. Heavy plates, hot-rolled (HR) steel sheets, wire rods, and pipe tubes, as well as cold-rolled (CR) steel sheets, stainless steel products, HR wear-resistant steel tubes for high-pressure boilers, cold forming HR steel for construction machinery, and chrome-free fingerprint-resistant galvanization products, are all among the company's offerings. Baosteel International Economic & Trade Co., Ltd. is the company's main business. The firm focuses on advanced manufacturing, primarily promoting the industrialization of light metal materials such as magnesium, aluminium, and titanium, as well as special metallurgical materials, metal packaging materials, and carbon-based, silicon-based, and other inorganic nonmetallic materials required in fields such as new energy, marine engineering, and aerospace, and enhancing the advantages of differentiated competitiveness. The firm stated in January 2022, that it ranked first for four years in a row in the 2021 China Steel Enterprise Patent Innovation Index ranking. China Baowu Steel Group is the world's largest steelmaker as of 2022.

The USP of China Baowu is that it has maintained a leading position in the sector, with a production capacity of almost 90 million tonnes, ranking first in China and second in the globe. The mission statement of Baowu reads, "building high-quality steel ecosystem together".

Revenue :

Yuan 673.74 billion – FY ending Dec 31st 2020

Yuan 552.21 billion – FY ending Dec 31st 2019

SWOT Analysis :

The SWOT Analysis for China Baowu Steel Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest steel producer in the world by large margin enjoying economies of scale 2.Has major presence in all types of steel markets from stainless steel, carbon steel to special steel 3.The corporation is owned by Chinese government hence benefits from state support 4.Strong financials and revenue growth, rated A+ stable by fitch rating 	<ul style="list-style-type: none"> 1.Formed from mergers of various companies with no common culture
Opportunities	Threats
<ul style="list-style-type: none"> 1.Its home market China has almost half the world's steel demand 2.Steel prices being highest in decades can boost profits 3.Rising influence of China in developing countries especially in Africa can help its steel industry 4.Steel industry has numerous applications, from transport to defence to technology to construction 	<ul style="list-style-type: none"> 1.Anti-dumping duty levied on imported steel by many countries 2.High competition from local Steel manufacturers in China 3.Iron Ore prices highest in more than 10 years and rising 4.Political unrest in Hong Kong and Western China can have adverse impact. 5.Rising pay and wages in China can increase costs.

PESTLE Analysis :

The PESTLE Analysis for China Baowu Steel Group is given below:

<p style="text-align: center;">Political</p> <p>1.Companies trying to reduce their dependence on China in today's global supply chain</p> <p>2.Stable governance and focus on long term plans provide business friendly environment in China</p> <p>3.Rise in hostilities and trade wars of China with many countries impacting its business</p>	<p style="text-align: center;">Economical</p> <p>1.Covid pandemic induced economic downturn severely impacted steel industry.</p>
<p style="text-align: center;">Social</p> <p>1.Steel industry forms the backbone of urbanisation and modernisation taking place globally.</p>	<p style="text-align: center;">Technological</p> <p>1. Automation, AI and digitalised steel plants helps to increase yield and quality of production</p>
<p style="text-align: center;">Legal</p> <p>1.China lost its dispute with EU on steel dumping</p>	<p style="text-align: center;">Environmental</p> <p>1.15% of carbon emission in China comes from steel industry and is under pressure to reduce emission</p> <p>2.Steel being the most recyclable material is much more sustainable than its competitors</p>

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