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CORTEVA INC. SWOT & PESTLE ANALYSIS

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Company Name : Corteva Inc.

Company Sector : Seed and Crop Protection Solutions

Operating Geography : United States, North America, Global

About the Company :

Corteva Inc. is an agricultural products company headquartered at Wilmington, Delaware in USA. The company was initially a part of DowDuPont and later became a separate establishment in 2019. The company has a presence across 40+ countries. Corteva offers three basic categories of products to its clients- Seed, Crop protection and Digital Service Solutions. The products related to the seed category cater to crops like corn, soybean, sunflowers and wheat etc. It also deals with complementary crops such as alfalfa, canola, cotton, rice and sorghum etc. Products related to the crop protection category deal with products that serve field crops like wheat, corn, soybean, rice etc. as well as specialty crops such as fruit, nut, vine, sugarcane etc. Lastly, products related to the Digital Service Solutions offer pasture and land management solutions, turf grass and ornamental plants maintenance solutions, calculating land value, providing farmers with data that would enable them to sustain better businesses. The company aims to solve world food problems via unique innovations. Its purpose is to cause substantial impact to enable enrichment of lives of both producers and consumers which in turn would ensure progress for future generations. Corteva has received several prestigious awards such as the “Large Scale Manufacturer of the Year in 2021” by the National Association of Manufacturers. The company has a total of 21,000 employees as of early 2022.

The Company’s Unique Selling Proposition or USP is its commitment to create a responsible food system by championing the farmer, approaching innovation in a novel manner, undertaking increasing Research and Development in the field along with the necessary levels of commercialization.

Revenue :

\$15.65 billion – FY ending 31st December, 2021 (y-o-y growth 10%)

\$14.22 billion – FY ending 31st December, 2020

SWOT Analysis :

The SWOT Analysis for Corteva Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading global provider of seed and crop protection solutions\r 2. Broad portfolio of agriculture solutions fuels farmer productivity\r 3. Collection of unique germplasm with industry leading performance\r 4. Robust and flexible global footprint to meet future portfolio growth\r 5. Patent portfolio aligned with strategic priorities\r 	<ul style="list-style-type: none"> 1. Market share in corn seeds market going down
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increase in food demand expected with rising incomes and population increase \r 2. Need for GMOs due to global reduction in farmlands \r 	<ul style="list-style-type: none"> 1. Unfavorable weather slows the planting season and affects results\r 2. New product concepts may be abandoned for many reasons\r 3. Resistance to products from governments, NGOs and SIGs\r 4. COVID-19's negative impact on business\r

PESTLE Analysis :

The PESTLE Analysis for Corteva Inc. is given below:

Political	Economical
1.Strict regulations in USA on identification and safety of GMOs	1.Reduction in ethanol demand negatively impacts demand for corn 2.Volatility in input costs impacts business
Social	Technological
1.Demand for product safety and environmental protection 2.Growing global population requires highly productive crops	1.CRISPR technology opening new possibilities for consumers and farmers
Legal	Environmental
1.Regulatory processes applicable to genetically modified products increase risk 2.Mandatory government regulatory approval for selling impacts sales costs	1.Changing environmental regulatory requirements negatively impact business 2.Climate change and unpredictable weather factors impact earnings

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