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## FRESNILLO PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Fresnillo plc

**Company Sector :** Mining and Metals

**Operating Geography :** Mexico, North America, Global

**About the Company :**

Fresnillo plc is a Mexican precious metals mining company headquartered in Mexico City and incorporated in the United Kingdom. The Fresnillo Group can trace its roots back to Penoles' mining operations in 1887 and smelting and refining operations in Torreon in 1901, owing to its history as part of the Penoles Group. Following a restructure of Penoles, the Fresnillo Group was formed in 2008. The Company's subsidiaries are involved in nonferrous mineral mining and beneficiation, as well as the marketing of associated products. Silver, gold, lead, and zinc are the key components of this manufacture. It focuses on projects with strong potential for becoming low-cost, world-class mines. In South and North America, the company owns a variety of subsidiaries. Fresnillo operates seven mines, all of which are located in Mexico, as well as three development projects and four advanced exploration prospects. Fresnillo's concessions span around 2 million acres. The business announced the Juanicipio plant's construction in March 2022, intending to meet the requirements of the state-owned electricity utility and the energy regulator to complete the tie-in to the national power grid.

The unique selling point of Fresnillo is that it is the world's greatest producer of silver from ore (primary silver) and Mexico's second-largest gold miner. The mission statement of the company reads, "We seek to attract, develop and retain the best people, and engage them over the long-term".

**Revenue :**

US\$ 2,703.1 million – for the FY ended Dec 2021 (y-o-y growth 11.2%)

US\$ 2,430.1 million – for the FY ended Dec 2020

## SWOT Analysis :

The SWOT Analysis for Fresnillo plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.The largest mining company in Mexico with economies of scale</li> <li>2.Global approach to product offerings</li> <li>3.Strong financial performance during the pandemic</li> <li>4.Robust key performance indicators signifying foundational strength</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of diversification may be a source of overdependence</li> <li>2.Weaker human capital resources after labour reform</li> <li>3.Lower volume of products due to less profitable mines</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Transition into a sustainable business to attract investment</li> <li>2.Aggressive global expansion post pandemic to increase consumer base</li> <li>3.Gradual recovery of global economy may increase revenue</li> <li>4.Develop technology to enable maximum extraction</li> </ul>	<ul style="list-style-type: none"> <li>1.The global variability in the pandemic threatens long run growth rate</li> <li>2.Faces stiff competition from other mining companies globally</li> <li>3.Presence of cartels and corruption in Mexican mines may impact growth negatively</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Fresnillo plc is given below:

Political	Economical
1.Change in mining regulations by political parties 2.Political uncertainty in Mexico post COVID-19	1.Gradual economic recovery globally and in Mexico 2.Inflationary pressure and higher interest rates in UK
Social	Technological
1.Develop human capital in Mexico with skills 2.Vaccination rate of Mexico to be increased for preventing infections	1.Digital solutions for customer services 2.Investment in AI, advanced technology for cutting costs
Legal	Environmental
1.Potential lawsuits and litigations 2.Labour reform in Mexico may impact production	1.Transition into sustainable business to attract investment 2.Emphasis on robust ESG policy by governments and organisations

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