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## CANADIAN NATIONAL RAILWAY SWOT & PESTLE ANALYSIS

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**Company Name :** Canadian National Railway

**Company Sector :** Railway

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

**About the Company :**

Headquartered in Montreal, Quebec, the Canadian National Railway Company is a Canadian Class 1 freight railway which serves Canada, Midwestern and Southern United States. The Canadian National Railway (CNR) started its journey in June 1919 comprising mixed trains (freight and passenger). Later the Government of Canada privatized CN and in the next decade the company expanded into the United States, purchasing Illinois Central Railroad and Wisconsin Central Transportation. The CN team of railroaders transports more than 250 million worth of goods annually. It even offers integrated shipping solutions including rail, trucking, intermodal, forwarding, freight, warehousing and distribution. As of early 2023 Canadian National Railway (CNR) has approximately 22,600 employees. The Canadian National Railway has received the Safety and Environment Awards and Readers' Choice Award for the best train trips in the world.

Canadian National Railway mission statement is "Our commitment is to create value for both customers and shareholders by deepening customer engagement, leveraging the strength of our franchise and delivering Operational and Service Excellence." The Unique Selling Point or USP of Canadian National Railway lies in being a leading North American Transportation and Logistics company that goes far beyond to deliver goods to keep the economy rolling. It focusses on innovation and collaboration with great expertise and capacity to move the goods to a global marketplace in a safe, cost effective and timely manner.

**Revenue :**

CN \$ 14,447 million - FY ending 31st Dec 2021 (y-o-y growth 5%)

CN \$ 13,819 million - FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for Canadian National Railway is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Extensive network covering US and Canada</li> <li>2.Massive improvement in y-o-y operational performance</li> <li>3.Highly diverse customer base along diversified geographies and product portfolio</li> <li>4.Market leader with 50.8% ownership of total rail network in Canada</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependence on freight as a source of revenue</li> <li>2.Repeated worker strikes indicating management problems</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Participating in growing trend of urban rail transit in Canada</li> <li>2.Using digital technologies for better operational efficiency</li> <li>3.Collaboration with google cloud to deliver new customer experiences</li> <li>4.Two new acquisitions will allow CN to expand its capacity and offer new supply chains</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition in the industry may directly affect its topline and bottom-line</li> <li>2.High fuel prices are directly affecting CN's profitability</li> <li>3.Labor strikes threatens to disrupt company's day to day operations</li> <li>4.Global economic downturn due to ongoing conflicts can harm CN's revenue</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Canadian National Railway is given below:

Political	Economical
1.Trade restriction between Canada and US will hurt CN's revenue 2.High tax rates for railroads in Canada making railways costly	1.Possible recession caused by global conflicts looms over railway industry 2.Rising fuel cost globally putting pressure on company's bottom-line
Social	Technological
1.Growing concerns for rail workers safety after increase in casualties in Industry	1.Digital transformation driving operational excellence in Railway industry 2.Adoption of Electric battery locomotives for sustainable goals
Legal	Environmental
1.STB regulating railway operations in US, directly affects CN's operations in the country 2.Introduction of new regulations to improve safety	1.Increasing awareness of environmental impact due to GHG emissions causing CN's to take action

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