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UNION PACIFIC CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Union Pacific Corporation

Company Sector : Transportation and Logistics

Operating Geography : United States, North America, Global

About the Company :

Union Pacific Corporation (UNP), incorporated in 1969, is America's leading rail transportation company. It is headquartered in Omaha, Nebraska. Union Pacific Railroad is the operating company of UNP, which is North America's premier railroad franchise, covering 23 states across the western two-thirds of the United States. The company's railroad ships a variety of goods including agricultural, automotive, chemicals, coal, and industrial and intermodal products. UNP has 32,340 route miles, connecting Pacific Coast and Gulf Coast ports with the Midwest and eastern U.S. gateways and accommodating several corridors to essential Mexican gateways. The group maintains coordinated schedules with other rail carriers to move freight to and from the Atlantic Coast, the Pacific Coast, the Southeast, the Southwest, Canada, and Mexico. Most of the company's export and import traffic migrates through Gulf Coast and Pacific Coast ports and across the Mexican and Canadian borders. As of early 2022, UNP employs nearly 32,124 employees.

Union Pacific Corporation's USP or Unique Selling Proposition sprawls in being one of the world's largest transportation companies including its principal operating company, Union Pacific Railroad, offering the second largest Railroad system in the United States after BNSF as of 2020. Union Pacific Corporation's vision is to "Build America for all generations by connecting our nation's businesses and communities to each other and the world." The corporation's mission statement reads "The people of Union Pacific deliver North America's safest, most reliable and most efficient supply chain solutions."

Revenue :

US\$ 21,804 million - FY ending 31st December 2021

US\$ 19,533 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Union Pacific Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of America's most recognized and reliable company 2. Strongest franchise in North America, backed by series of mergers and acquisitions 3. Strong Infrastructure and widespread network 4. Diversified portfolio of business contributing to revenue growth 5. Exceptional Operational Capabilities 	<ul style="list-style-type: none"> 1. Shortage of working capital due to high exposure to debt 2. High dependency on key domestic suppliers
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growth Opportunities in Intermodal Segment 2. Railroads playing a critical part of America's Infrastructure, in response to COVID 3. FRA grants to improve Union Pacific's network extension with short lines 	<ul style="list-style-type: none"> 1. Intense competition from varied market leaders 2. Significant risk involved in transporting hazardous materials 3. Increasing costs and decreasing volumes may derail the industry

PESTLE Analysis :

The PESTLE Analysis for Union Pacific Corporation is given below:

<p style="text-align: center;">Political</p> <p>1. Involvement in political lobbying and engagements</p> <p>2. Participation in trade organizations</p>	<p style="text-align: center;">Economical</p> <p>1. Economic impact of the COVID-19 pandemic</p> <p>2. Impact of fluctuating fuel prices</p>
<p style="text-align: center;">Social</p> <p>1. Investments in infrastructure driving social progress</p>	<p style="text-align: center;">Technological</p> <p>1. Focus on implementation of Positive Train Control (PTC) technology</p> <p>2. Precision Scheduled Railroading (PSR) helping to streamline operations</p> <p>3. Digital transformation of North America's freight rail industry</p>
<p style="text-align: center;">Legal</p> <p>1. Federal, state, and local environmental laws and regulations</p> <p>2. Lawsuits and penalties can dent company reputation</p>	<p style="text-align: center;">Environmental</p> <p>1. Preserving the natural environment and mitigating the effects of climate change</p> <p>2. Use of higher biodiesel blends to reduce carbon emissions</p>

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