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## AKZO NOBEL N.V. SWOT & PESTLE ANALYSIS

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**Company Name :** Akzo Nobel N.V.

**Company Sector :** Paints, Chemicals

**Operating Geography :** Europe, Netherlands, Global

**About the Company :** Akzo Nobel N.V. is a Dutch multinational company, specializing in paints and performance coatings. The company is headquartered in Amsterdam, Netherlands and has over 33,000 employees globally in around 80 countries as of early 2020. Akzo Nobel is globally acclaimed for the superior quality of its products and dependability in performance coating technology. It has a long history of mergers and acquisitions and parts of the company date back to the 17th century. In 1969 AKZO was formed, and it then merged with Nobel industries, divested its pharmaceutical business, in 1994 forming Akzo Nobel. Akzo Nobel's main operations are spread across Europe, the US, and Asia.

**Revenue :**

9,276 million – FY ending Dec 31st 2019 (y-o-y growth 0.2%)

9,256 million – FY ending Dec 31st 2018

## SWOT Analysis :

The SWOT Analysis for Akzo Nobel N.V. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Long standing history</li> <li>2.Innovative products</li> <li>3.Well segregated business lines</li> <li>4.Minimum level of debts</li> </ul>	<ul style="list-style-type: none"> <li>1.Numerous Mergers and Acquisitions</li> <li>2.Overdependence on Currency Effects for Revenue</li> <li>3.Aggravated tensions between in management and investors over PPG's buyout offer</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Reduce Carbon Emissions</li> <li>2.Tap the mass paints segment to accelerate growth</li> <li>3.Powder coatings market set to grow globally</li> </ul>	<ul style="list-style-type: none"> <li>1.Volatility and Uncertainty of world markets</li> <li>2.Well Established Competitors</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Akzo Nobel N.V. is given below:

Political	Economical
1.Impact from fallout of Brexit	1.Strong GDP growth in emerging markets 2.Volatile currency movements
Social	Technological
1.Robust demand for paint in new residential Construction and residential Repaint segments 2.Raised health and safety standards for paints	1.Digital innovation enhancing customer experience in paints industry 2.Employing High-throughput research (HTR) methodologies to accelerate innovation cycles in coatings industry
Legal	Environmental
1.Legal move by shareholders for lack of confidence in management 2.Strong compliance standards for suppliers	1.Company-wide focus on operational eco-efficiency 2.Investments in renewable energy:

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