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YANSAB (YANBU NATIONAL PETROCHEMICAL COMPANY) SWOT & PESTLE ANALYSIS

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Company Name : Yansab (Yanbu National Petrochemical Company)

Company Sector : Petrochemicals

Operating Geography : Saudi Arabia, Middle East, Global

About the Company :

Yansab (Yanbu National Petrochemical Company) is a Saudi Arabian joint stock company that was established in 2006. The company is headquartered in Yanbu Industrial City and is considered one of the largest petrochemical companies in the Middle East. Yansab's main business is the production of petrochemical products such as ethylene, polyethylene, polypropylene, polybutene-1, and other chemicals. The company's products are used in a wide range of industries, including packaging, construction, automotive, and consumer goods. Yansab has a production capacity of 4 million tons per year, and its products are sold both domestically and internationally. The company is also committed to sustainability and has implemented several initiatives to reduce its environmental impact. Yansab is listed on the Saudi Stock Exchange (Tadawul) and is part of the Saudi Basic Industries Corporation (SABIC) group of companies. As of early 2023, the company employed over 2,500 people.

Yansab's mission is "Providing high-quality products in a responsible manner through innovation, learning and operational excellence, maintaining high performance in the field of

environment and safety while maintaining the maximum value for all beneficiaries.” Yansab’s vision is “To be the best petrochemical complex in the world.”

Revenue :

SAR 7,407.72 million - FY ending 31st December 2021

SAR 5,034.94 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Yansab (Yanbu National Petrochemical Company) is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Highly diversified in terms of geographical presence 2.Strategic positioning and easy resource access through parent company 3.Enhanced competitiveness by SABIC's Digital Transformation Program 4.Advantage of subsidized feedstock and low-cost financing which can drive financial performance 5.Won the Operational Excellence Award from SABIC 	<ol style="list-style-type: none"> 1.Fall in sales revenue attributed to the lower average selling price of all products 2.Customers' credit risks by customers or SABIC when economic conditions deteriorate
Opportunities	Threats
<ol style="list-style-type: none"> 1.Making Yansab more vertically integrated in terms of their upstream downstream productions. 2.Expansion of production capacity of Ethylene Glycol in Saudi Arabia 	<ol style="list-style-type: none"> 1.Cyclical nature of the petrochemicals industry may have adverse impact on business 2.Risks arising from international trade controls as they are likely to be increased in the future. 3.Operating results impacted by price fluctuations of commodities 4.High competition due to vertically integrated competitors.

PESTLE Analysis :

The PESTLE Analysis for Yansab (Yanbu National Petrochemical Company) is given below:

Political	Economical
1.Risks arising from international trade controls as they are likely to be increased in the future 2.Political unrest or conflicts in Middle East may impact business	1.Adverse trends in the global economy in last 10 years has affected the market demand of products and profitability. 2.Impact of oil and gas price fluctuations on profitability
Social	Technological
1.Adoption of incentive programs to secure future of employees	1.Assets management using artificial intelligence, smart inspection, business permits digitization. 2.Digital monitoring dashboards for sustainability and energy
Legal	Environmental
1.Ministry of Commerce and Investment can suspend industrial services and export license due to noncompliance with the standards of seec	1.Achieving sustainability and energy objectives 2.Using eco-friendly materials to prevent damage to ozone layer 3.Transforming industrial waste into valuable materials and selling the same to a specialized company.

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