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VALVOLINE INC. SWOT & PESTLE ANALYSIS

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Company Name : Valvoline Inc.

Company Sector : Automotive Lubricants & Chemicals

Operating Geography : United States, North America, Global

About the Company :

Valvoline Inc. is a leading global producer and distributor of automotive lubricants and chemicals. The company traces its origins back to 1866 when Dr. John Ellis created a petroleum-based lubricant to keep steam engines running smoothly. In 1873, the Valvoline trademark was registered, making it one of the oldest and most recognized brands in the lubricants industry. Valvoline operates through two primary business segments: Quick Lubes and Lubricants. The company is headquartered in Lexington, Kentucky. Valvoline operates and franchises a vast network of Valvoline Instant Oil Change (VIOC) service centers across the United States. Valvoline is a major player in the lubricants market, offering a wide range of automotive and industrial lubricants, as well as other products such as coolants and antifreeze. Their products are designed to meet the needs of various vehicles and equipment, including passenger cars, heavy-duty trucks, motorcycles, and agricultural and industrial machinery. As of 2023, the company employed more than 8,900 people.

The USP of Valvoline lies in it being one of the oldest and most recognized brands in the lubricants industry. Valvoline's vision revolves around leveraging its brand strength, retail services model, technology, and partnerships to become the leading player in engine and automotive maintenance globally. By focusing on these strategic areas, the company aims to accelerate its growth and deliver superior value to its customers and stakeholders.

Revenue :

US\$ 1,236.1 million - FY ending 30th September 2022 (y-o-y growth 19%)

US\$ 1,037.2 million - FY ending 30th September 2021

SWOT Analysis :

The SWOT Analysis for Valvoline Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in automotive maintenance in U.S & Canada with an expertise for 155+ years. 2. Strong distribution network with nearly 1,715 locations in U.S & Canada 3. Broad product portfolio with 20+ products & services. 4. No customer represented more than 10% of revenue since 2014. 5. Efficient digital marketing & data analytics with strong rates of return. 	<ul style="list-style-type: none"> 1. High dependence on U.S market, revenue accounting for almost 96%. 2. Limited scale & less geographically diversified company. 3. Dependence on single & small automotive lubricants industry.
Opportunities	Threats
<ul style="list-style-type: none"> 1. Focus on innovation & develop new products for growing electric & hybrid vehicles market. 2. Expand its footprint in existing & emerging markets like China & India. 	<ul style="list-style-type: none"> 1. Vulnerable to base oil price fluctuations. 2. Intense competition from large players like Mobil & others.

PESTLE Analysis :

The PESTLE Analysis for Valvoline Inc. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Economic plan by Biden boosts U.S EV industry increasing demand in the industry. 2.USMCA could lead to increased competition in the Canadian & Mexican markets. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.U.S Corporate tax changes in states potentially impact profitability in those regions. 2.High inflation rate in U.S can lead to a decrease in consumer purchasing power.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Decreased automobile usage during COVID-19 reduced traffic & sales volume. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Advancements in automation like Robotic oil change systems can increase efficiency & productivity.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Non-compliance with FCPA regulations leads to penalties & reputational damage. 2.US DOL announced new rules on overtime pay, which could increase labor costs. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Implemented recycling programs like Lean 5S to minimize environmental impact & promote sustainability. 2.Growing sustainability awareness drive demand for eco-friendly oils & lubricants.

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