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THE CLOROX COMPANY SWOT & PESTLE ANALYSIS

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Company Name : The Clorox Company

Company Sector : Consumer and Professional Products – Cleaning, Food

Operating Geography : United States, Global

About the Company : The Clorox Company is an American global manufacturer and marketer of consumer and professional products. The company is headquartered in Oakland, California, with approximately 8,800 employees worldwide, as of early 2021. The company was founded by entrepreneurs, Archibald Taft, Edward Hughes, Charles Husband, Rufus Myers and William Hussey. The firm was initially called Electro-Alkaline Company, but then later it was coined Clorox, a portmanteau of chlorine and sodium hydroxide. The company primarily sells household cleaning and bleaches products, charcoal, cat litter, dressings and sauces, natural personal care and trash bags. Clorox ranked no. 474 on Fortune's 2020 Fortune 500 list.

Clorox Unique Selling Proposition is, 'One of the most renowned brands of cleaning products in U.S'. Clorox mission statement reads, "We make everyday life better, everyday – is a reflection of our products has a meaningful impact on consumers' everyday lives. Our namesake bleach and disinfecting products help kill germs that make people sick."

Revenue :

US \$6,721 million (FY ending June, 2020)

US \$6,214 million (FY ending June, 2019)

SWOT Analysis :

The SWOT Analysis for The Clorox Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistently strong financial performance 2.Strong product portfolio 3.Diversity at work place and engaged employees 4.Corporate Social Responsibility 	<ul style="list-style-type: none"> 1.Limited geographic presence 2.Dependence on a few large-format retailers.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Fuel growth by reducing waste 2.Diversify to expand 	<ul style="list-style-type: none"> 1.Exploring new markets", "

PESTLE Analysis :

The PESTLE Analysis for The Clorox Company is given below:

Political	Economical
1. Political stability of most countries generates business opportunity. 2. Political issues in the European Union and BREXIT will impact the company's business and operation there. 3. Growing free trade relations will open the door for Clorox Company's global growth.	1. Government regulations can impact the business of consumer products. 2. Currency devaluation
Social	Technological
1. Rising health consciousness of consumers. 2. Rising environmentalist behaviour open opportunities for companies to reduce its greenhouse gas emissions and water usage.	1. Rising business automation. 2. Rising R&D investments helps Clorox to manufacture innovative and environment friendly products.
Legal	Environmental
1. Clorox has to comply with different national legislations on personal products, process of production, and business operations.	1. Rising environmental concerns.

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