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## GLENCORE SWOT & PESTLE ANALYSIS

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**Company Name :** Glencore

**Company Sector :** Commodity trading and mining

**Operating Geography :** Mining and Commodity Trading, Diversified

**About the Company :** Glencore is essentially an acronym for Global Energy Commodity Resources. It was formed through a merger between Glencore and Xstrata. It is the third-largest family business in the world and was the largest commodity trading company in the world in 2010 with a global market share of 60% for internationally tradable zinc and 50% for internationally tradable copper. Glencore's business operations are divided into two business segments, Industrial and Marketing. It has a strong marketing policy and a widespread distribution network that caters to the needs of customers in the diverse fields of industrial, food processing industries, power generation and construction, steel, automotive and oil. It has more than 150 assets and operates in more than 35 countries with approximately 1,60,000 employees as of 2020.

Glencore's USP or unique selling proposition lies in being one of the world's largest globally diversified natural resource companies.

**Revenue :**

USD 215.11 billion – FY ending 31st Dec 2019 (y-o-y growth 34.4%)

USD 220.52 billion – FY ending 31st Dec 2018

**SWOT Analysis :**

The SWOT Analysis for Glencore is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Global presence with production facilities in 50 countries.</li> <li>2.Profitable investments for future in Africa</li> <li>3.Strong backing as it is family owned business</li> <li>4.Large quantity of high quality reserves.</li> <li>5.Low labor and conversion costs</li> </ol>	<ol style="list-style-type: none"> <li>1.Accused of not paying enough tax on its profits at one of its mines.</li> <li>2.High debt</li> <li>3.Accused of violation of licenses</li> <li>4.Management issues regarding women in top management</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Diversification of business.</li> <li>2.Heavy industrialization at global level, causing an increase in demand for fuel (Coal)</li> <li>3.Large mining reserves.</li> <li>4.High purchasing power and more investment opportunities.</li> <li>5.Declining energy prices and depreciating operating currencies.</li> </ol>	<ol style="list-style-type: none"> <li>1.Price competitiveness from local players</li> <li>2.Threat from Government Policies</li> <li>3.Selling of assets to reduce its debt</li> <li>4.Currently weak global commodity market</li> <li>5.Pressure from NGOs</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Glencore is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Increasing mining taxes.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Long-term commercial customers.</li> <li>2.Bargaining power of buyers reduced as, Glencore's ability to arrange short- and long-term financing for customers.</li> <li>3.Reduced bargaining powers of suppliers.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Glencore's Kidd Operations.</li> <li>2.Corporate social initiatives in 2015, representing 2.2% of group profit before tax</li> <li>3.Glencore's shows active engagement in sustainability development.</li> <li>4.Mining recognitions.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Enhancing processes in the mining industry through collaboration.</li> <li>2.Developed proven technologies.</li> <li>3.Innovative approaches reducing costs.</li> <li>4.Use of renewable energy.</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Legal action.</li> <li>2.Mine acquisition raised legal issues.</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Water pollution in area of Glencore mine in Peru</li> <li>2.Greater environmental awareness.</li> </ol>

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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)