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SABIC SWOT & PESTLE ANALYSIS

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Company Name : SABIC

Company Sector : Chemicals and Agrichem

Operating Geography : Global

About the Company : The Saudi Basic Industries Corporation (SABIC) is an incorporated Saudi Stock Company with its business activities concentrated in manufacturing, marketing and distribution of products divided into four strategic business units - Petrochemicals, Specialties, Agri-nutrients and Metals - in local, regional and global markets. These business units are mainly focused on cataloging and exploiting opportunities in the key end markets like construction, medical devices, packaging, agri-nutrients, electrical and electronics, transportation and clean energy. It is ranked among world's largest petrochemicals manufacturers and is Middle East's largest non-oil industrial company with 70% of the company's shares owned by the Saudi Arabian Government and remaining publicly traded by Saudi Arabian, GCC citizens, enterprises, public and foreign financial institutions. SABIC has constructed and developed 22 industrial complexes in Saudi Arabia, owns a global technology network of 21 Research, Development and Innovation Centers, operates in more than 64 operational sites in over 50 countries on the global map with a global workforce of over 33,000 talented individuals as on January 2019.

SABIC is one of many essential industries that are fighting the Coronavirus Pandemic. As of May 2020, the company has made donations of over USD 45 million to fight against this pandemic. During this global crisis, the company focuses on three priorities: "protecting its people & communities, ensuring continued operation as an essential industry, and securing the supply of basic and critical goods." SABIC's business strategy mainly concentrates on achieving its vision "of becoming the preferred world leader in chemicals and a true global powerhouse in the industry by delivering 'Chemistry that Matters'." Precisely, SABIC's vision statement reads "Our vision is to be the preferred world leader in chemicals." SABIC's mission statement reads "Our mission is to responsibly provide quality products and services through innovation, learning, and operational excellence while sustaining maximum value for our stakeholders."

SABIC's USP or unique selling proposition lies in being the world's largest petrochemical manufacturer, the world's third-largest valuable brand in the chemical industry, and the third-largest diversified chemical company as of 2020.

Revenue :

\$37.3 billion USD- FY ending 31st December 2019 (Y-O-Y growth of (negative)-20.6%)

\$45.0 billion USD- FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for SABIC is given below:

Strengths	Weaknesses
1.Amongst the market leaders in production of chemicals and fertilizers 2.Strong distribution and presence across all major markets globally	1.High dependence on natural, mostly non-renewable feedstocks
Opportunities	Threats
1.Growth in petrochemical, agri-nutrients and specialties manufacturing through the way of acquisition opportunities 2.Multiple investment opportunities in United States	1.Volatile energy prices 2.Risk of climate pricing

PESTLE Analysis :

The PESTLE Analysis for SABIC is given below:

Political	Economical
<p>1.Participation in Asia's efforts towards rapid economic development</p> <p>Low oil price environment affecting Saudi economy and SABIC",["</p> <p>Social</p>	<p>1.Focus on increase in social values","</p>
Social	Technological
<p>1.Continued efforts to make technological advancements",["</p> <p>Legal</p>	<p>1.Lawsuits faced in various countries related to workers strike in Saudi, production of innovative plastics in Japan and South Korea.", "Intensive efforts in long-term investments to preserve environment, safety and health</p> <p>SABIC's Metal SBU focusing on products with "sustainability principle"</p>
Legal	Environmental
1.	1.

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