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# S&P TEST

SWOT & PESTLE.com

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## SYNGENTA SWOT & PESTLE ANALYSIS

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**Company Name :** Syngenta

**Company Sector :** Chemicals and Agrichem

**Operating Geography :** Switzerland, Global

**About the Company :** Syngenta is a leading agriculture company that is helping millions of crop growers with its innovative crop solutions to make better use of resources available to them and feed the rising population sustainably. Syngenta is a Swiss company and as of 2016, it has presence in over 90 countries where its 28,000 people are working to transform how crops are grown.

**Revenue :**

\$12.65bn – FY ending 31st Dec, 2017 (y-o-y 1% depreciation)

\$12.79bn – FY ending 31st Dec, 2016

## SWOT Analysis :

The SWOT Analysis for Syngenta is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>1.Focus on R&amp;D and innovation</li> <li>2.A leading portfolio of products</li> <li>3.Strong and unique global footprint</li> </ul> | <ul style="list-style-type: none"> <li>1.High Dependence on emerging markets</li> <li>2.Reduction in sales</li> </ul>   |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>1.Growing demand for Technologically efficient methods of farming</li> <li>2.Growing demand from developing countries</li> </ul>      | <ul style="list-style-type: none"> <li>1.Global and Regional Competitors</li> <li>2.Increasing environmental concerns</li> <li>3.Market Conditions</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Syngenta is given below:

| Political  | Economical   |
|--|--|
| 1.Adverse impact on sales due to Brexit<br>2.Positive impact of decrease in corporation tax              | 1.Hedging against Currency Fluctuations<br>2.Prudent strategizing for inflationary situations  |
| Social   | Technological  |
| 1.Growing smartphone users globally to increase sales<br>2.Keeping Pace with Changing Customer Demands   | 1.Constantly Improvising in-store Technology<br>2.Making more efficient mobile technology<br>3.Tablet devices to increase customer facing time |
| Legal  | Environmental  |
| 1.Working Legal & regulatory bodies within organisation<br>2.Tweak in laws due to Brexit to affect sales | 1.Sustainable practices leading to decrease in CO2 emissions<br>2.Increase in usage of efficient sources of energy                             |

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