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## STANLEY BLACK & DECKER SWOT & PESTLE ANALYSIS

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**Company Name :** Stanley Black & Decker

**Company Sector :** Hardware

**Operating Geography :** North America, USA

**About the Company :** Stanley Black & Decker, Inc., earlier known as The Stanley Works, is a Fortune 500 American manufacturer of industrial tools and household hardware and manufacturer of security products and locks headquartered in the Hartford city of New Britain, Connecticut. Stanley Black & Decker is the result of the collaboration of Stanley Works and Black & Decker on March 12, 2010.

**Revenue :**11.41 billion USD

## SWOT Analysis :

The SWOT Analysis for Stanley Black & Decker is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence in US</li> <li>2.Diverse and huge brand portfolio</li> <li>3.First in global ranking in home improvement and gardening</li> <li>4.Strong R&amp;D department</li> </ul>	<ul style="list-style-type: none"> <li>1.Reliance on the US</li> <li>2.Targeting Millennial</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Emerging Markets</li> <li>2.CraftsMan Acquisition</li> <li>3.Moving to Digitization</li> </ul>	<ul style="list-style-type: none"> <li>1.Middle class Retreat</li> <li>2.Trade Regulations</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Stanley Black & Decker is given below:

Political	Economical
1.Trump policy of levying border tax	1.Impact on Sales due to European debt crisis and Brexit 2.Solid history of Shareholder Return
Social	Technological
1.Limited Scope of Expansion in Asia 2.Purchasing Power of youth is low	1.Digitalisation disrupts home and garden globally home 2.Launch of DIYZ.com and DIYZ mobile app
Legal	Environmental
1. Regulatory approvals in developing countries delay decision making and business growth.	1.Commitment to Sustainable Lightning 2.A global leader in climate disclosure practices

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Stanley Black & Decker** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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