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SHERWIN WILLIAMS SWOT & PESTLE ANALYSIS

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Company Name : Sherwin Williams

Company Sector : General Building Materials

Operating Geography : USA, North America

About the Company : Founded in 1866 and headquartered in Ohio, USA, Sherwin Williams is a Fortune 500 paints and coatings manufacturing company. It serves varied classes of customers, ranging from homeowners and property managers to architects and contractors. Its principal divisions are Paint Stores Group, Consumer Group, Global Finishes Group and the Latin America Coatings Group. The multinational company has its presence in America, Asia- Pacific, Europe, Middle East and Australia. It concluded its acquisition deal of The Valspar Corporation on June 1, 2017, thereby making it one the global leaders in paints and coatings. It has around 42,500 employees as of early 2018.

Revenue :\$11 Billion (FY Dec 2017)

SWOT Analysis :

The SWOT Analysis for Sherwin Williams is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Pool of skilled manpower 2.Proven efficiency in market expansion 3.Well networked distribution system 4.Strong financial profile 	<ol style="list-style-type: none"> 1.Heavy dependence on the health of US economy 2.Flawed Demand Forecasting leading to poor inventory management
Opportunities	Threats
<ol style="list-style-type: none"> 1.Expansion into new markets 2.Supply chain rationalization 3.Product development 4.Diversification of the customer base 	<ol style="list-style-type: none"> 1.Competition from other home improvement retailers 2.Changes in consumers' buying behavior 3.Unfavorable environmental regulations

PESTLE Analysis :

The PESTLE Analysis for Sherwin Williams is given below:

Political	Economical
1. Protectionist policies of the Trump Government.	1. Unfavorable currency translation in many parts of the world 2. Mergers and acquisitions 3. Probable increase in demand for housing due to ease in lending standards as the Federal Housing Administration will likely lower fees charged from first time buyers
Social	Technological
1. Robust demand for paint in new residential Construction and residential Repaint segments 2. Fluctuating revenue patterns owing to labor constraints	1. Growing trend of Offsite/modular Construction 2. Internet of Things encapsulating the several aspects of construction tech landscape 3. Impact of Green Movement
Legal	Environmental
1. Change in tax laws and trade regulations	1. Twin impact of natural calamities and adverse weather conditions on the paint industry as a whole: a. Business disruption b. Increased demand for building materials due to need for repair 2. Environmental sustainability

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Client Support:
support@swotandpestle.com