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## TATA STEEL SWOT & PESTLE ANALYSIS

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**Company Name :** Tata Steel

**Company Sector :** Metals and Mining

**Operating Geography :** India, Asia, Global

**About the Company :**

A multinational company with its base in India, Tata Steel, is a subsidiary of the Tata Group with its headquarters in Mumbai. The company's operations are spread worldwide in 26 countries and employ over 80,500 people. The operations are spread across five continents with commercial presence in over 50 countries. The largest plant of this company however is situated in Jamshedpur, Jharkhand. Tata Steel recognizes that while honesty and integrity are essential ingredients of a strong and stable enterprise, profitability provides the main spark for economic activity. Overall, the Company seeks to scale the heights of excellence in all it does in an atmosphere free from fear, and thereby reaffirms its faith in democratic values. Tata Steel was named one of India's Best Workplaces in Manufacturing 2022. This award, received for the fifth time, highlights the company's ongoing commitment to fostering a culture of high trust, integrity, growth, and concern for its employees. In February 2022, Tata Steel and the Council of Scientific and Industrial Research (CSIR) signed an umbrella Memorandum of Understanding (MoU) to pursue strategic technological collaboration across multiple technology areas.

The USP of Tata Steel is that it is one of the leading steel manufacturing companies in India. Tata Steel mission statement states 'Consistent with the vision and values of the founder Jamsetji Tata, Tata Steel strives to strengthen India's industrial base through effective utilization of staff and materials. The means envisaged to achieve this are best technology and high productivity, consistent with modern management practices. Its vision is 'We aspire to be the global steel industry benchmark for Value Creation and Corporate Citizenship.'

**Revenue :**

INR 1,56,294 crores - FY ending 31st March 2021 (y-o-y growth of 5%)

INR 1,48,972 crores - FY ending 31st March 2020

## SWOT Analysis :

The SWOT Analysis for Tata Steel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand equity since 2013</li> <li>2.Strong growth in sales</li> <li>3.Ethical image contributes to trust and reliability</li> <li>4.Efficient and strong supply chain</li> <li>5.Most efficient manufacturing facilities in India</li> </ul>	<ul style="list-style-type: none"> <li>1.Labour force is not very productive</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing demand for steel</li> <li>2.Increasing digitalization to increase revenues</li> <li>3.Proposed joint venture with ThyssenKrupp</li> <li>4.Growth strategy for India will provide a great opportunity</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition faced from steel alternatives</li> <li>2.Regulations related to green-house emissions</li> <li>3.Volatility of steel and raw material prices</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Tata Steel is given below:

Political	Economical
1.Geo-political issues and rising trend of protectionism 2.Indian governmental policy intends to treble steel production capacity by 2030 3.Meeting resistance from the UK government over decarbonization plans	1.Volatility in the prices of steel and raw materials all throughout the world
Social	Technological
1.Increasing levels of urbanization leading to change in customer needs 2.Ethical image of Tata Steel gives it a great deal of social capital	1.Increasing digitization to increase revenues and decrease overall costs 2.Analytics to provide competitive advantage to companies
Legal	Environmental
1.Impact of mines and minerals Bill 2016	1.Regulations related to green-house emissions 2.Initiating steps towards steel recycling

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