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CLARIANT CHEMICALS SWOT & PESTLE ANALYSIS

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Company Name : Clariant Chemicals

Company Sector : Manufacturing (Speciality Chemical)

Operating Geography : Switzerland, Europe, Global

About the Company : Clariant Chemicals is a Switzerland based company which specializes in chemical manufacturing. The business units are divided into four segments namely, Care Chemicals, Natural Resources, Catalysis and Plastics, and Coatings. The primary focus of the company is addressing the key areas like energy efficiency, renewable raw materials, emission-free mobility and conserving finite resources. The Clariant Group, headquartered in Muttenz, Switzerland, is widespread across the world with operations in 52 countries. The company has its presence in North America, Asia-Pacific, Europe, Middle-East and Africa as well as in Latin America. The Care chemicals mainly deal with industrial and consumer specialties like automotive fluids, the catalysts deal with products like custom catalysts, Natural resources deal with functional minerals, Oil, and mining services while the Plastics and coatings deal with products like additives and pigments. The company has an employee strength of 18135 as of beginning 2018.

Clariant Chemical's USP or unique selling proposition lies in being a legacy brand in the production of care chemicals (consumer and industrial), catalysis, natural resources (oil & mining, minerals) and plastics & coatings. Clariant has a focused vision and mission - "Clariant aspires to be the globally leading company for specialty chemicals, and to stand out through above-average value creation for all stakeholders. To bring this vision to fruition, Clariant builds and maintains leading positions in its businesses and has adopted functional excellence as part of its corporate culture. Clariant's mission is to create value by appreciating the needs of: "customers – by providing competitive and innovative solutions employees – by adhering to corporate values shareholders – by achieving above-average returns the environment – by acting sustainably".

Revenue :

6377 million CHF – FY ending 31st Dec 2017 (y-o-y growth 9%)

5847 million CHF – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Clariant Chemicals is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Financial Performance and Growth Strategy 2.Strong global presence 3.Strong brand value 4.Strong innovation and creativity platform 5.Strong R&D capability 	<ul style="list-style-type: none"> 1.Failed Mergers 2.Opposition from activist investors
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand for pigments and paint industry 2. Expanding to new markets 3. Evolving Catalyst industry 	<ul style="list-style-type: none"> 1.Highly Volatile economic environment 2. Intense competition 3. Exchange rate and currency fluctuations

PESTLE Analysis :

The PESTLE Analysis for Clariant Chemicals is given below:

Political	Economical
1.Trade regulations and policies 2.Changing prices of raw materials 3.Opposition by Activist Investors	1.Fluctuations in currency markets 2.Impact of change in Economic conditions
Social	Technological
1.Product safety and inspection 2.Customized products to meet consumer needs	1.Focus on Digitized supply chain 2.Rising sustainable technologies
Legal	Environmental
1.Intellectual property rights in Chemical industry 2.Environment regulations	1.Growing concern for the impact of products on the environment 2.Reducing CO2 emissions

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