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SVENSKA CELLULOSA AB SWOT & PESTLE ANALYSIS

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Company Name : Svenska Cellulosa AB

Company Sector : Paper and Forest Products

Operating Geography : Sweden, Europe

About the Company : Svenska Cellulosa AB is a Swedish timber, pulp and paper manufacturer founded in 1929 by Ivar Kruegeur, currently with headquarters in Sundsvall. The main segments include forest, papers, wood, pulp and renewable energy. The Company is the largest owner of Private forest land in Europe with 2.6 million hectares. In 2015, the SCA's personal care and hygiene operations and forest operations were divided into two different divisions, later the two were listed as separate companies. The SCA retained forest product segment and new company named Essity was formed to handle personal care and hygiene products.

Revenue :

SEK 16,664 million (FY ending December 31st, 2017)(y-o-y growth – Almost 8%)

SEK 15,373 million (FY ending December 31st, 2016)

SWOT Analysis :

The SWOT Analysis for Svenska Cellulosa AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand identity supported by core values 2.Comprehensive range of building materials with global sales: 3.Strong Financial Performance 4.Strategic Acquisition to Drive Growth 5.Strong value chain with modern and efficient sawmills 6.Strategic investments enhancing competitiveness 	<ul style="list-style-type: none"> 1.Decline in R&D investments 2.Lowered credit ratings to 'BBB' 3.High exposure to currency risk
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in emerging markets 2.High scope in renewable energy and logistics segment 3.Opportunities in high growth e-commerce and food safety packing segments 	<ul style="list-style-type: none"> 1.Digitalization of publication paper 2.Staying relevant in a fast-changing packaging world

PESTLE Analysis :

The PESTLE Analysis for Svenska Cellulosa AB is given below:

Political	Economical
1. Protectionist policies in Europe	1. Fluctuation in currency market 2. Paper and board consumption are driven by wealth
Social	Technological
1. Impact of digital media on demand for paper 2. Zero workplace accidents	1. Product innovation in packaging 2. Innovative nursery and seed productions
Legal	Environmental
1. Compliance of laws governing forest operations	1. Focus on fossil free production 2. Ensuring compliant and certified forests 3. Global trends favour renewable materials

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