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W.W.GRAINGER SWOT & PESTLE ANALYSIS

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Company Name : W.W.Grainger

Company Sector : Industrial Products Distribution

Operating Geography : Chicago, United States, Global

About the Company : W.W. Grainger is an American company which operates in Maintenance, Repair and operating (MRO) products for businesses. It offers equipment's such as motors, lightening, material handling, safety supplies etc. The company was founded in 1927, by William Wallace Grainger in Chicago. The company headquartered in Lake forest, Illinois, United States and operates in U.S, Canada, Europe, Asia and Latin America. It operates through two segments first one U.S and another Canada. The company has 24,400 employees and serves more than 3 million active customers as of 2018

Revenue :

\$10.42 billion– FY ending December 31st, 2017 (y-o-y growth of 2.8 %)

\$10.13 billion– FY ending December 31st, 2016

SWOT Analysis :

The SWOT Analysis for W.W.Grainger is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.E-commerce Leadership 2.Strong balance sheet and cash flow generation 3.Broad offerings of products 4.Strong supply chain management 	<ul style="list-style-type: none"> 1.Heavy reliance on U.S Market 2.Noncompetitive pricing of products
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in emerging markets 2.Leverage green brand image 	<ul style="list-style-type: none"> 1.Entry of ecommerce giant Amazon in the new industry 2.Global economic instability

PESTLE Analysis :

The PESTLE Analysis for W.W.Grainger is given below:

Political	Economical
1.Favourable tax policy 2.Barriers to international trade	1.Fluctuations in foreign currency 2.Volatility in commodity price
Social	Technological
1.Requirement of skilled labors 2.Workplace Friendliness 3.Digitalization fuelling e-commerce	1.Development in automation 2.Increasing use of digital platform
Legal	Environmental
1.Changes in trade agreements	1.Sustainability in the industry 2.Shift towards green product

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