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EASTMAN CHEMICAL SWOT & PESTLE ANALYSIS

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Company Name : Eastman Chemical

Company Sector : Manufacturing, Chemical Industry

Operating Geography : United States, North America, Global

About the Company : Eastman is a global advanced materials and specialty additives company that produces a broad range of products found in items people use every day. Founded in 1920 by George Eastman in headquarters at Kingsport, Tennessee, USA. It spun-off from Eastman Kodak in 1994 and became a publicly traded company. It has around 14,500 employees in more than 100 countries as of January 2018

Revenue :

\$9,549 million (FY ended 31st December 2017)

\$9,008 million (FY ended 31st December 2016)

SWOT Analysis :

The SWOT Analysis for Eastman Chemical is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong financial growth and strategies 2.Strong technological advantage in diverse market 3.Diversifying product portfolio and market regions 4.Strategic advantage in its fibre segment 	<ol style="list-style-type: none"> 1.Too much dependence on few customers
Opportunities	Threats
<ol style="list-style-type: none"> 1.Potential in Evolving Market 2.Growing market demand 	<ol style="list-style-type: none"> 1.Manufacturing locations vulnerable to natural calamities 2.Challenging market conditions 3.Unpredictable Global Market Environment 4.Strong competition in chemicals segment 5.Coping with increasing cyber terrorism

PESTLE Analysis :

The PESTLE Analysis for Eastman Chemical is given below:

Political	Economical
1. Protectionist policies making voice globally 2. Favored trading partners shifting business landscape	1. Disruption in the supply of energy commodities 2. Uncertainty in Foreign Exchange Rates 3. Growth in residential construction
Social	Technological
1. Improving safety and efficiency in automotive industry	1. Technology innovation across various segments 2. Industry 4.0 transforming the chemical industry
Legal	Environmental
1. Legal Cases Draining Company's Resources 2. Changes in tax law and regulation	1. Growing concern for fuel efficiency 2. Renewable Energy and Recycling

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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