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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
<ul 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 	<ul style="list-style-type: none"> 1.Too much dependence on few customers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in Evolving Market 2.Growing market demand 	<ul 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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Protectionist policies making voice globally 2. Favored trading partners shifting business landscape 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Disruption in the supply of energy commodities 2. Uncertainty in Foreign Exchange Rates 3. Growth in residential construction
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Improving safety and efficiency in automotive industry 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Technology innovation across various segments 2. Industry 4.0 transforming the chemical industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Legal Cases Draining Company's Resources 2. Changes in tax law and regulation 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Growing concern for fuel efficiency 2. Renewable Energy and Recycling

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