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## BASF SWOT & PESTLE ANALYSIS

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**Company Name :** BASF

**Company Sector :** Chemicals

**Operating Geography :** Germany, Europe, Global

**About the Company :** BASF is world's leading chemical company based out of Ludwigshafen, Germany. BASF stands for Badische Anilin- und SodaFabrik (German for “Baden Aniline and Soda Factory”) and was founded by Friedrich Engelhorn in 1865 in Mannheim. It has 12 divisions which are into six segments based on their business models and the divisions bear operational responsibility which are further organized based upon sectors or products. The six segments include: Chemicals, Materials, Industrial solutions, Surface Technologies, Nutrition & Care, and Agricultural Solutions. They manage their 54 global and regional business units and develop strategies for the 86 strategic business units. For financial reporting purposes, they organize the regional divisions into four regions: Europe; North America; Asia Pacific; South America, Africa, Middle East. BASF has more than 117,000 employees, 6 verbund sites and 376 additional production sites globally as of 2020. In August 2021, BASF's Irgastab supported LOTTE Chemical, a Korean-based chemical company, to deliver world-class medical polypropylene for syringes used in Covid-19 vaccines. The company ranks 134 in 2021 Fortune 500.

BASF's purpose is that “We create chemistry for a sustainable future”. The USP of the company lies in the fact that it is the largest and most innovative chemical company of the world.

**Revenue :**

59,149 million – FY ending December 31st 2020

59,316 million – FY ended December 31st 2019

## SWOT Analysis :

The SWOT Analysis for BASF is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Consistently strong financial performance</li> <li>2.Portfolio focused towards innovative and growing businesses</li> <li>3.New and upgraded segment structure</li> <li>4.Agile and customer focused</li> <li>5.Established Verbund system one of BASF's greatest strengths</li> </ul>	<ul style="list-style-type: none"> <li>1.Operations impacting environment</li> <li>2.Brand Image Impacted after Chromium spill in Hannibal</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.CO2 Neutral Growth</li> <li>2.Electromobility \u2013 a strong growth market</li> <li>3.Highly Competitive R&amp;D</li> <li>4.Surging Demand for Petrochemicals</li> <li>5.Agricultural Solutions having huge potential in the future</li> </ul>	<ul style="list-style-type: none"> <li>1.Corporate Governance and Compliance</li> <li>2.Competition from other major players</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for BASF is given below:

Political	Economical
1.Crisis in oil rich countries 2.Impact of global Trade War	1.Aftereffects of global credit crisis 2.Increasing Energy Prices 3.Oil Price Fluctuations
Social	Technological
1.Shortage of talented workforce 2.Demographic changes leading to increased demand for innovative solutions 3.Launched the world's first animal-free toxicology testing	1.Rampant Innovations in the sector 2.Complicated Supply Chain
Legal	Environmental
1.Various Oil & Gas Regulations across Countries 2.Sustainable development policies to help in regulatory compliance	1.Sustainable growth to tackle climate change 2.Developing solutions for sustainability

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