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NUCOR SWOT & PESTLE ANALYSIS

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Company Name : Nucor

Company Sector : Steel and Steel Products

Operating Geography : North America and Canada

About the Company : Nucor is North America's largest recycler and the world's most sustainable steelmaker. In the 1960's, Nucor founder Ken Iverson started a small steel company on the idea that teammates, customers and communities could trust one another. It started with autos then shifted to nuclear services and then finally to steel. Headquartered in Charlotte, N.C., Nucor operates 25 scrap-based steel production mills – Steel mills, Structural steel foundation distribution, and tubular products, based primarily in the U.S. and Canada.

Nucor's brands include American Buildings, CBC, Astralloy, DJJ, Kirby Building Systems, Laurel Steel, and Skyline. The industries that Nucor serves include agriculture, automotive, construction, power generation, oil and gas, heavy equipment, infrastructure, and transportation.

Its long-term strategy for profitable growth is based on 5 drivers:

- Strengthen its position as a low-cost producer
- Achieve market leadership positions in every product line in its portfolio
- Move up the value chain by expanding its capabilities to produce higher-quality, higher-margin products
- Expand and leverage its downstream channels to market to increase steel mills' baseload volume for sustained results
- Achieve commercial excellence to complement their traditional operational strength
- Strengthen its position as a low-cost producer

Nucor's USP or unique selling proposition lies in being North America's largest recycler, using scrap steel as the primary raw material in producing steel and steel products. In fiscal 2018, Nucor is credited with recycling approximately 19.9 million gross tons of scrap steel

Revenue :

Total Net Sales:

\$25,067.3 million – FY ending 31st Dec 2018 (y-o-y growth 23.7%)

\$20,252.4 million – FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Nucor is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1.Consistently strong financial performance 2.Key acquisitions and strategic alliances 3.Focus on technology as a differentiator 4.Innovation in product ranges and customer service | <ol style="list-style-type: none"> 1.Job cuts and cost cutting 2.Frequent controversies undermining the brand 3.Cut down on overseas operations |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Popularity of multichannel retailing 2.Artificial intelligence in retail 3.Consumer engagement using augmented reality 4.Tesco and Booker merger to bring new growth opportunities | <ol style="list-style-type: none"> 1.Increasing competition in retail 2.Rapidly changing customer expectations 3.Cybersecurity threats |

PESTLE Analysis :

The PESTLE Analysis for Nucor is given below:

| Political | Economical |
|--|---|
| 1.Changes in tax rate 2.Anti-dumping and anti-subsidy orders 3.Unfair trade practices | 1.US Government's support to revive the overall economy 2.Abyss of Recession 3.Monitoring economic indicators to predict demand |
| Social | Technological |
| 1.Employment culture 2.Increasing urbanization leading to greater demand for construction | 1.Highly automated operations |
| Legal | Environmental |
| 1. Import tariffs | 1.Compliance of environmental regulations 2.Increasing pressure of environment sustainability compliance on steel producers |

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Client Support:
support@swotandpestle.com