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DUPONT SWOT & PESTLE ANALYSIS

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Company Name : DuPont

Company Sector : Chemicals

Operating Geography : USA, North America

About the Company : Dupont Company was founded in 1802 by Eleuthere Irenee Dupont. The company has its headquarters in Wilmington, Delaware, USA. The company is involved in making various chemical products like pharmaceuticals, synthetic fibers, industrial chemicals, building materials, petroleum-based lubricants and fuels, specialty and sterile packaging materials, agricultural chemicals and cosmetic ingredients. The company started off as a partnership and became incorporated in 1899. Dupont has R&D sites, manufacturing centers and offices in more than 70 countries. In June 2019, the main entity DowDupont company completed a demerger into 3 independent companies: Dow is a commodity chemical production company, Dupont is a specialty chemical production company and Corteva is dedicated to agricultural chemicals

Revenue :

US \$85977 million (FY 2018) (38% YoY increase)

US \$62484 million (FY 2017)

The above revenue figures are for the DowDupont merged entity prior to demerger in 2019.

SWOT Analysis :

The SWOT Analysis for DuPont is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong culture of innovation since inception 2.Diverse brand portfolio cutting across industries and product lines 3.Strong performance across key metrics compared to peers 4.Well positioned to benefit from global macro trends 	<ul style="list-style-type: none"> 1.History of controversies and trouble with the authorities 2.Dependency on debt capital markets for financing daily and long-term operations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Role of digitalization in innovation 2.Growth of specialty chemicals industry in emerging markets 3.Focus on innovative platforms in secular growth markets 	<ul style="list-style-type: none"> 1.Volatility of feedstock and energy costs 2.Process safety risks and compliance issues might affect the business

PESTLE Analysis :

The PESTLE Analysis for DuPont is given below:

<p style="text-align: center;">Political</p> <p>1.The grey area of political advocacy by chemical companies</p>	<p style="text-align: center;">Economical</p> <p>1.Contribution of the chemical industry to global GDP</p>
<p style="text-align: center;">Social</p> <p>1.Negative public perception of the chemical industry</p>	<p style="text-align: center;">Technological</p> <p>1.Gene editing technology transforming the world</p> <p>2.Blockchain being used for tracking and validation purposes by chemical companies</p>
<p style="text-align: center;">Legal</p> <p>1.Potential liabilities from the separation of businesses</p> <p>2.Intellectual property and its importance in chemical industry</p> <p>3.Lawsuits for violating environmental laws</p>	<p style="text-align: center;">Environmental</p> <p>1.Sustainability initiatives in the chemical industry</p> <p>2.Delivering world-class performance in safety, resource efficiency and environmental protection</p>

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