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ARCHER DANIELS MIDLAND SWOT & PESTLE ANALYSIS

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Company Name : Archer Daniels Midland

Company Sector : Food Processing

Operating Geography : United States, North America, Global

About the Company : The Archer Daniels Midland (ADM) is an American global food processing company and commodities trading corporation. The headquarters of the company is in Chicago, Illinois. More than 270 plants and 420 crop procurement facilities are operated by the company worldwide as of 2019. The main products of ADM are oils and meal from soybean, corn syrup, high fructose corn syrup, feed, ethanol and bioenergy food. Livestock, additives for fuel, and consumption by people are its end uses. Cereals grains and oilseeds are processed into products here which are used in food, beverage, nutraceutical, industrial and animal feed markets around the world. Archer Daniels Midland is ranked no. 48 in the 2018 Fortune 500 list of the largest United States by its total revenue. The company also provides agricultural storage and transportation services. The subsidiaries of ADM include American River Transportation Company together with ADM trucking, Inc. ADM has over 31,000 employees as of 2019.

The company's vision is "To be the most admired global agribusiness and nutrition company while creating value and growing responsibility."

Revenue :

US \$64,341 million – FY ended Dec 2018 (year-on-year growth of 5.77%)

US \$60,828 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Archer Daniels Midland is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Core competency & competitive advantage - reliable transportation and distribution network 2.Excellent positioning in an evergreen business sector \u2013 food and food ingredients 3.Strong brand recognition and partnerships 4.Online services - The e-ADM platform 5.Customer satisfaction with a self-service nature 6.Low cost-efficient structure 	<ul style="list-style-type: none"> 1.Volatility in commodity prices
Opportunities	Threats
<ul style="list-style-type: none"> 1.Decreasing cost of transportation 2.Rising population and resulting increase in food demand 3.Increasing demand of non-GMO products 	<ul style="list-style-type: none"> 1.Highly competitive market 2.Fluctuations in fuel prices and energy products 3.Impact of trade war and anti-dumping measures

PESTLE Analysis :

The PESTLE Analysis for Archer Daniels Midland is given below:

Political	Economical
1.Impact of global trade war on ADM 2.Participation in the political process for business interests	1.Unemployment rate and wages 2.Impact of economic downturns and regional economic volatilities
Social	Technological
1.Diversity and inclusion of employees 2.Changing consumer tastes and behaviours	1.Digitization transforming agriculture sector 2.Lowering cost of production through technology
Legal	Environmental
1.Health and safety laws 2.Involvement in legal proceedings	1.Waste management and improving resource-use efficiency 2.Focus on sustainability initiatives

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