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## THE INTERNATIONAL PAPER COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** The International Paper Company

**Company Sector :** Pulp, Paper, Packaging & Fiber

**Operating Geography :** United States, North America, Global

**About the Company :** The International Paper Company is the leader in producing fibers, pulp and paper packaging. The company believes in sustainability and transforming the environment by converting resources into recyclable products. They have won many accolades which includes Fortune Worlds' most admired companies 2018. The products range widely from industrial packaging, Papers to Cellulose fibers. The company has a vision of creating a successful, sustainable and ecologically responsible company which contributes back to the society and take cares of its employees. They call it being "IP Forward". This belief is religiously preached and practiced in the company policies and decision making. International Paper has a customer base of 25000 customers in 150 countries and has more than 52,000 employees as of 2019.

International Paper mission statement as per their website is "To improve people's lives, the planet and our company's performance by transforming renewable resources into products people depend on every day."

International Paper's mission statement as per their website is "To be among the most successful, sustainable and responsible companies in the world."

**Revenue :**

US\$ 22,306 million – FY ended Dec 31st 2018

US\$ 21,743 million – FY ended Dec 31st 2017

## SWOT Analysis :

The SWOT Analysis for The International Paper Company is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>1.Broad portfolio of products</li> <li>2.Responsible forest management and fiber sourcing practices</li> <li>3.Strongly positioned in attractive markets</li> <li>4.Robust operational and distribution network</li> <li>5.Well-positioned in attractive customer segments</li> </ul> | <ul style="list-style-type: none"> <li>1.High debt affecting Company's Loan credibility.</li> </ul>   |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>1.Acquisitions and divestitures</li> <li>2.Technologically advanced products</li> <li>3.E-commerce growth to drive demand for corrugated packaging</li> </ul>   | <ul style="list-style-type: none"> <li>1.Competition and costs</li> <li>2.Material disruptions at manufacturing facility</li> <li>3.Fading demand for physical paper due to digitization</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for The International Paper Company is given below:

| Political  | Economical  |
|--|---|
| 1.Global Government Relations affects company's policy decisions.                                      | 1.Effect of inflation on commodities<br>Fluctuations in foreign currency                            |
| Social   | Technological   |
| 1.Increasing awareness of health hygiene and changing demographics to propel tissue market growth      | 1.Advanced Tools and technology<br>2.Digital manufacturing in paper industry                        |
| Legal  | Environmental   |
| 1.Patents and intellectual Property rights<br>2.Environmental regulations for cleaning hazardous waste | 1.Forestland Collaborations for environmental sustainability<br>2.Improving environmental footprint |

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **The International Paper Company** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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