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WILMAR INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Wilmar International

Company Sector : Agribusiness, Fertilizers

Operating Geography : Asia, Singapore, Global

About the Company : Wilmar International established in 1991 is a leading agribusiness group headquartered in Singapore. The company's business activities include oil palm cultivation, oilseed crushing, oil refining, sugar processing, manufacturing of fertilizers and chemicals and related businesses. Wilmar is one of the largest companies which listed in Singapore by market capitalization and has a multinational workforce of approx. 90,000 people as of January 2018.

Revenue :

US\$43.84 billion- FY ending 31st Dec 2017 (year-on-year growth of 5.89%)

US\$41.40 billion- FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Wilmar International is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Cost efficiency and operational synergy 2. Strong foothold and presence across the agricultural value chain 3. Developed strategic location advantage 4. Strong Brand Recognition 	<ol style="list-style-type: none"> 1. Third party dependency for crops 2. Periodic environmental issues damaging the company's reputation
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increasing demand of quality agro products 2. Joint ventures and acquisitions to drive growth 	<ol style="list-style-type: none"> 1. Climatic Change and Ecological Degradation 2. Volatile prices of agricultural commodities 3. Weak Crude Prices 4. Stiff competition

PESTLE Analysis :

The PESTLE Analysis for Wilmar International is given below:

<p style="text-align: center;">Political</p> <p>1.Stable local political environment in Singapore</p> <p>2.Global political developments leading to economic uncertainty</p>	<p style="text-align: center;">Economical</p> <p>1.Adverse currency movements may impact Wilmar's export revenues</p> <p>2.Increase in the per capita income of the global population to boost consumer product demand</p>
<p style="text-align: center;">Social</p> <p>1.Stakeholder engagement and global philanthropy programs</p>	<p style="text-align: center;">Technological</p> <p>1.Cloud computing</p> <p>2.Technology training and education</p>
<p style="text-align: center;">Legal</p> <p>1.Purchase of illegally grown palm fruits</p> <p>2.Illegal forest felling</p>	<p style="text-align: center;">Environmental</p> <p>1.Sustainability initiatives with measurement of water usage, BOD, COD levels</p> <p>2.Named least environment friendly company of the world</p>

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