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YARA INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Yara International

Company Sector : Agricultural Chemicals and Solutions

Operating Geography : Norway, Europe, Global

About the Company : Yara International is a chemical company incorporated in 1905 in Norway. Headquartered in Oslo, Norway, Yara has over 17,000 employees operating in over 60 countries and sales in over 160 countries covering the Americas, Europe, Africa, and Asia. It specializes in the field of nitrogen fertilizers and its industrial applications. Yara has an ambient work environment and adopts an open work culture of diversity among workers.

Yara comes with a mission to feed the world responsibly by developing digital farming tools and formulate sustainable eco-friendly solutions. Yara's vision statement reads as "A collaborative society; a world without hunger; a planet respected." The company has three working segments: Crop Nutrition, Industrial and Production.

The crop nutrition segment consists of a large distribution network for fertilizer products and agribusiness solutions. The Industrial segment is involved in developing and selling of chemical gases to non-fertiliser making companies. Production and sales of nitrogen chemicals, industrial explosives all come under this category which is primarily marketed at European production and global explosive industry.

The Production segment of the company manufactures nitrogen-based products and includes the production of finished fertilizers, ammonia and industrial products like nitrogen-phosphorus-potassium (NPK), urea, phosphate mining and nitrates. It also deals with the sale and transportation of ammonia all over the globe.

Yara has evolved throughout the years with innovative strategies to increase the value of service and provide quality food. It has positioned itself to drive towards more sustainable goals that are premium products, our agronomic knowledge, our services, and our digital technologies while providing customers with their needs.

Revenue :

Total Net Sales:

\$12.9 billion – FY ended 30th Dec 2019 (YoY growth negative 0.76%)

\$13.0 billion – FY ended 30th Dec 2018

SWOT Analysis :

The SWOT Analysis for Yara International is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong brand name in niche market 2.High sustainability practices in operation 3.Innovative solutions with purpose 4.Operational Excellence 5.Innovative technological solutions with purpose 	<ol style="list-style-type: none"> 1.Weak Asian presence 2.Environment compliance hazards
Opportunities	Threats
<ol style="list-style-type: none"> 1.High potential in emerging/developing markets 2.Industrial supply is highly elastic 3.Adoption of high-tech in agribusiness 4.Transformation to the crop nutrition company for the future 5.Developing high value and differentiated product portfolio 	<ol style="list-style-type: none"> 1.Currency depreciation causing loss 2. Volatile demand trends

PESTLE Analysis :

The PESTLE Analysis for Yara International is given below:

Political	Economical
1.Income waiver and loan waiving 2.Change in leadership 3.Trade regulations	1.Risks of currency fluctuations 2.Market dynamics 3.Consumption slowdown
Social	Technological
1.Growing meat consumption increases demand for cereals 2.Focus on Product Reliability 3.Investments in Human Capital	1.Innovation in solutions 2.AI and Analytics in practice
Legal	Environmental
1.Code of conduct compliance exposure 2.Legal Contingencies 3.Legislation globally driving the business growth	1.Regulations on environment protection 2.Focus on initiatives to reduce carbon emission

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