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NSC SWOT & PESTLE ANALYSIS

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Company Name : NSC

Company Sector : Transportation

Operating Geography : United States, Canada

About the Company : Norfolk Southern Corporation (NSC) is one of the industry leaders in the United States of America. Headquartered in Norfolk, Virginia, US, the premier transportation behemoth has subsidiaries operating in approximately 19,500 route miles in 22 states and the District of Columbia allowing the company to maintain contact with every major container port in the eastern United States as well as with other rail carriers. The company transports industrial products like chemicals, agriculture, and metals and construction materials. NSC has emerged as the primary carrier of coal, automobiles, and automotive parts. It is popularly prized for possessing the most extensive intermodal network in the East.

The mission statement of NSC reads, to "be the safest, most customer-focused, and successful transportation company in the world."

Revenue :

US \$11,296 million - FY ending Dec 31st 2019 (y-o-y growth -1.4%)

US \$11,458 million - FY ending Dec 31st 2018

SWOT Analysis :

The SWOT Analysis for NSC is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Network reach covers diverse markets 2. Enjoys majority intermodal market share in the East USA 3. Access to major coal basins with a diversified customer base 4. Targeted investments in track projects 5. Consistently strong financial performance 	<ul style="list-style-type: none"> 1. Majority of employees belong to labour unions
Opportunities	Threats
<ul style="list-style-type: none"> 1. Transforming towards a technology company that operates trains 	<ul style="list-style-type: none"> 1. Declining usage of coal as a source of electricity generation 2. Increasingly strong competition among rail, water, and highway carriers

PESTLE Analysis :

The PESTLE Analysis for NSC is given below:

<p style="text-align: center;">Political</p> <p>1.Involvement in lobbying and political process 2.Participation in trade organizations</p>	<p style="text-align: center;">Economical</p> <p>1.GDP growth and extensive network to boost railroads business 2.Impact of dynamic fluctuations in fuel prices</p>
<p style="text-align: center;">Social</p> <p>1.Working to sustain \u2013 Progress, Planet, Prosperity, and People Development of local infrastructure</p>	<p style="text-align: center;">Technological</p> <p>1.Economic regulations in the railroads and transportation industry", "</p>
<p style="text-align: center;">Legal</p> <p>1.Freight rail moving ahead on sustainability"]]</p>	<p style="text-align: center;">Environmental</p> <p>1.</p>

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