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## COOPER TIRE & RUBBER COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** Cooper Tire & Rubber Company

**Company Sector :** Tire Manufacturing

**Operating Geography :** United States, Global

**About the Company :**

Setting off with the production of tire patches and repair and maintenance of tires in 1914, Cooper Tire & Rubber Company moved on to become a publicly listed company in 1960. The company is headquartered in Ohio, US and is involved in the manufacturing as well as sales and distribution of a wide portfolio of different brands of tires of cars, trucks, motorcycle and racing tires. With a vast employee base of over 9000 employees, Cooper has established its footprint worldwide across various geographical locations with its premium brands like Mastercraft, Roadmaster, etc. With the value proposition of providing the best quality service and products to fulfill the needs of its customers, Cooper has adopted a consumer-centric strategy. With its online and offline (national and regional retail chains, wholesalers and dealers) distribution channels, the company strives to become one of the topline profitable companies in this industry. As of early 2020, it employs 9,000 people in Cooper facilities worldwide.

The USP or unique selling point of Cooper Tire & Rubber Company lies in its being the 13th largest tire manufacturer globally and the 4th largest tire manufacturer in North America. This leading global competitor in the tire industry, primarily focuses on passenger car and light vehicle replacement tires in North America. It has an emerging OE presence too.

**Revenue :**

US \$ 2.75 billion – FY ended Dec 31st 2019

US \$ 2.80 billion – FY ended Dec 31st 2018

## SWOT Analysis :

The SWOT Analysis for Cooper Tire & Rubber Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strongly positioned to win in an evolving environment</li> <li>2.Strong distribution channels</li> <li>3.Strong positions in the US aftermarket and attractive global markets</li> <li>4.Specialized in innovative and better-quality products</li> </ul>	<ul style="list-style-type: none"> <li>1.Defects in manufacturing equipment causing product recalls</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Diversification like Joint Venture with Sailun Vietnam</li> <li>2.Consolidation in tire distribution in the tire industry</li> <li>3.Expanding investments in OE business</li> <li>4.Digital investments to enhance go-to-market capabilities:</li> </ul>	<ul style="list-style-type: none"> <li>1.Uncertainties arising due to US-China Trade War</li> <li>2.Uncertainties surrounding the Covid-19 pandemic</li> <li>3.Risks revolving around the manufacturing operations in UK due to Brexit</li> <li>4.Pricing volatility for raw materials or commodities</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Cooper Tire & Rubber Company is given below:

Political	Economical
1.Impact on the manufacturing operations in Europe due to Brexit 2.Impact on distribution as well as manufacturing operations in China because of US-China Trade war	1.Impact of Covid-19 on the tire industry and Cooper 2.Volatility in changes of raw material prices in the rubber industry
Social	Technological
1.Entry into the e-commerce segment to meet the ever-growing consumer preferences 2.Launch of apps for tire and vehicle safety of the younger generation	1.Extensive use of OE becoming trend 2.Increasing demand for fuel-efficient tires
Legal	Environmental
1.Impact of Tax Cuts and Jobs 2.Impact of the new labour agreement between United Steelworkers & Cooper 3.Tension between employment laws and NLRA	1.Adherence to different environmental regulations and protection schemes location-wise 2.Promoting sustainable natural rubber usage

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