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HUNTSMAN CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Huntsman Corporation

Company Sector : Chemicals

Operating Geography : United States, North America, Global

About the Company :

Founded in 1970, Huntsman Corporation is a publicly trading chemical products and services manufacturer and distributor across multiple geographic locations. With its headquarters in Woodlands, Texas, US, the company operates in five business segments, namely, Advanced Materials, Polyurethanes, Performance Products, Pigments and Additives and, Textile Effects. Started as Huntsman Container Corporation, this company was listed on the New York Stock Exchange in 2005 as Huntsman Corporation. Having placed innovation as the forefront of the company, Huntsman, as of 2020, owns nearly 5000 patents for its products. For its outstanding work in the Textile Effects division, the company was awarded at the 2014 ICIS Innovation Awards for its product, AVITERA® SE dyes. Moreover, this American multinational manufacturer and marketer of chemical products, has positioned itself as a global leader in the R&D and technology sector across the globe.

Huntsman Corporation's unique selling proposition or USP lies in the innovative and better-quality or differentiated chemical products that the company provides to its customers along with having an environment friendly approach. The company strives to achieve its vision of becoming a globally renowned leader in the chemical industry. Huntsman Corporation's mission statement reads: "To increase our customers' productivity and differentiation with innovative, reliable products and knowhow." Huntsman Corporation's vision statement reads "Huntsman wants to be recognized as a highly responsible chemical company with a record of successful product stewardship performance that's clear for all to see. Product stewardship is a key activity for Huntsman. The Product Stewardship standard defines the requirements with which all businesses must comply."

Revenue :

USD 6,797 million – FY ending 31st December 2019 (y-o-y increase of (-)10.6%)

USD 7,604 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Huntsman Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Widespread R&D footprint with innovative products/services 2.Promoting sustainability by innovating towards a circular economy Serving a variety of end markets with diverse portfolio of chemical products 3.Strong hold in the polyurethanes segment 4.Investment grade balance with strong cash flows 5.Serving a variety of end markets with diverse portfolio of chemical products 	<ul style="list-style-type: none"> 1.Decline in annual revenues due to falling demand for urethanes
Opportunities	Threats
<ul style="list-style-type: none"> 1.Transformation into specialty chemicals portfolio for downstream strategic growth 2.Focus on strengthening advanced materials platform for specialty growth 	<ul style="list-style-type: none"> 1.Aggressive competition in the chemical industry 2.Impact of demand in Chinese markets due to trade war

PESTLE Analysis :

The PESTLE Analysis for Huntsman Corporation is given below:

<p style="text-align: center;">Political</p> <p>1.Impact US-China Trade war on international trade and business</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of Covid-19 on the chemical industry 2.Impact of foreign currency fluctuations</p>
<p style="text-align: center;">Social</p> <p>1.Urbanization and need for adequate food and clean water</p>	<p style="text-align: center;">Technological</p> <p>1.Implementing 3D printing in manufacturing 2.Adoption of information technologies to enhance safety in the chemical industry</p>
<p style="text-align: center;">Legal</p> <p>1.Changes in regulatory processes at the governmental level 2.Intellectual rights in the chemical industry</p>	<p style="text-align: center;">Environmental</p> <p>1.Recycling of PET plastic into TEROL polyester polyols 2.Adoption of zero-waste methodologies</p>

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Client Support:
support@swotandpestle.com