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PPG INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : PPG Industries

Company Sector : Paints and Chemical

Operating Geography : United States, Canada and China, North America & Global

About the Company : PPG Industries Inc. is one of the oldest American corporates in the world to operate in the chemical manufacturing sector. Captain John B. Ford and John Pitcairn in established it in the year 1883 as Pittsburgh Plate Glass. Headquartered at Pittsburgh, USA, PPG ranks 206th among Fortune 500 companies and belongs to this list since last 65 years. With mammoth revenue over \$15K billion and workforce of over 47000 across the globe the company remains the market leader in its sector following Sherwin-Williams Co. in USA and Globally. The company caters both types of consumers requiring paints & coatings for architectural and non-architectural applications. PPG broadly classifies its business into Performance Coatings and Industrial Coatings. Performance Coatings comprises of Automotive Refinish Coatings, Aerospace coatings, Marine coatings and Architectural Coatings, which comprises worth \$9034 MN in the fiscal 2019. Industrial Coatings Comprises of Automotive OEM Coatings, Industrial Coatings, Packaging Coatings and Specialty Coatings(Silica) and Materials(Optical lens, Teslin, etc.) worth \$6112 MN in the fiscal 2019. With 156 manufacturing facilities across the globe, among which USA and Canada, was its largest region of business and operation and comprise 43% of its net sales. China remained its second largest market with revenue worth \$2.5 BN.

USP of PPG lies in the fact of being one of Tier 1 group of companies in its sector with global span in 60 countries and huge market base resulted by dedicated approach towards sustainable growth and 16 successful and major acquisitions and several JVs in different regions of its operations. The mission statement of the PPG Industries reads, “Act with integrity at all times and be true to our values and ethics; Deliver consistent sales and earnings growth; Develop innovative products to meet future needs; Work safely, protect the environment and support the communities where we operate; Achieve superior shareholder returns.” The vision statement of PPG Industries reads, “To be the world’s leading coatings company by consistently delivering

high-quality, innovative and sustainable solutions that customers trust to protect and beautify their products and surroundings.”

Revenue :

US\$ 15,146 million - FY ending 31st December 2019 (y-o-y growth -1%)

US\$ 15,374 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for PPG Industries is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Well-diversified portfolio 2. Stable Finances 3. Dedicated product portfolio to cater niche markets 4. Strong investments in R&D to drive innovation 	<ul style="list-style-type: none"> 1. An image of slow moving company 2. Dependence on American and Chinese economy
Opportunities	Threats
<ul style="list-style-type: none"> 1. Opportunity to grow in the market of antimicrobial coatings 2. Petro-chemical products available at cheapest prices 3. Driving the enablers for the future of mobility and transportation industry 	<ul style="list-style-type: none"> 1. Multiple lawsuits may further decrease profitability 2. Highly competitive industry decreases the chance to increase market share

PESTLE Analysis :

The PESTLE Analysis for PPG Industries is given below:

<p style="text-align: center;">Political</p> <p>1.The continuous US-China Trade War may affect PPG's 2nd largest Market</p>	<p style="text-align: center;">Economical</p> <p>1.Decline in the US economy would have a ripple effect on the chemical industry 2.USD rate fluctuation may impact PPG's revenue growth</p>
<p style="text-align: center;">Social</p> <p>1.Renowned as a responsible employer 2.Increasing urbanization and rising consumer preference for visually appealing residential buildings 3.Employee and customer safety during the coronavirus pandemic</p>	<p style="text-align: center;">Technological</p> <p>1.Enhancements in digital platforms (mobile and website) to improve customer experience 2.Enhancement in usage of automation has lead to sustainable growth</p>
<p style="text-align: center;">Legal</p> <p>1.Compliance with existing and evolving standards relating to the protection of the Laws of the land</p>	<p style="text-align: center;">Environmental</p> <p>1.Helping customers meet their sustainability goals</p>

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