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NORSK HYDRO SWOT & PESTLE ANALYSIS

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Company Name : Norsk Hydro

Company Sector : Metals and Mining

Operating Geography : Norway, Europe, Global

About the Company :

Norsk Hydro is an extensively integrated aluminium company with its headquarters in Oslo. Hydro primarily engages in the provision of automotive and transport products, building systems, extruded and rolled products. Additionally, Hydro also extracts bauxite, refines alumina and generates energy simultaneously. The company has an international workforce of 35000 employees in over 40 countries across the world. Norsk Hydro was founded in 1905 by Norwegian entrepreneurs- Sam Eyde and Kristian Birkeland, to provide for the growing need of food in those years. Due to its intricate process for manufacturing fertilizer, the company became immensely prominent as Norway's first industrial giant. In 1969, the company changed its name to Norsk Hydro A.S. Hydro is also pursuing major projects such as its recent collaboration with Elonroad to build a road as of June, 2020, that dynamically charges electric vehicles. The Norwegian aluminium and renewable energy conglomerate, is contributing by producing the crucial aluminium-made electric loops for the project. Hydro has made sincere efforts to preserve the environment by designing and manufacturing their products sustainably. The company has secured several awards to its name, namely the prestigious Swedish Renewable Energy Award 2019 for successfully establishing ways for investments in renewable energy.

Norsk Hydro's unique selling proposition or USP lies in being the third largest integrated aluminium supplier in the world and the global supplier of aluminium and aluminium products. Norsk Hydro's mission statement reads, "To create a more viable society by developing natural resources into products and solutions into innovative and efficient ways."

Revenue :

NOK 149.8 billion– for the year 2019 (Decline 6.02%)

NOK 159.4 billion– for the year 2018

SWOT Analysis :

The SWOT Analysis for Norsk Hydro is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1.One of the largest producers of aluminum with operations in 40 countries 2.Leading the market due to strong distribution network. 3.Robust power position, majorly based hydropower | <ul style="list-style-type: none"> 1.Cybersecurity needs to be beefed up across operational teams 2.Unsatisfactory performance over the past few years 3.Production embargo at Alunorte alumina refinery |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Norsk Hydro has opportunity and capability to increase market share through renewable energy. 2.Consumer trend towards low-carbon opens up new market opportunity for Norsk Hydro. 3.Substitution effects driving aluminum demand | <ul style="list-style-type: none"> 1.Decrease in demand is leading to shutdowns and cost saving programs. 2.Challenging conditions in downstream market |

PESTLE Analysis :

The PESTLE Analysis for Norsk Hydro is given below:

| Political | Economical |
|--|---|
| 1.Allegations of land grabbing and corruption impacting global image 2.Trade wars and Brexit uncertainty impacting business | 1.Hydro operates in wide geographies having demand supply changes, currency risk and macroeconomic developments. 2.Significant exposure to commodity and currency fluctuations |
| Social | Technological |
| 1.Aluminium - an integral part of modern-day mobility and packaging | 1.Aluminium operations are subject to a broad range of environmental laws and regulations 2.New regulations have been inculcated for operations in Brazil "," |
| Legal | Environmental |
| 1.Investments and adherence to guidelines of UNEP in operations 2.Manufacturing eco-friendly products to improve customer sustainability "]] | 1. |

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Client Support:
support@swotandpestle.com