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WHIRLPOOL CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Whirlpool Corporation

Company Sector : Consumer Electronics

Operating Geography : United States, North America, Global

About the Company :

Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances, headquartered in Benton Charter Township, Michigan, United States. It was founded in November 11, 1911 by Louis Upton and Emory Upton. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, JennAir, Indesit and other major brand names in nearly every country throughout the world. As of 2020, it has 77000 employees around the world with 59 manufacturing and technology research centres. The company has adapted the latest consumer insights and technology to design and build innovative products that influence trends. Whirlpool launched a new initiative, #TheWhirlpoolWay to celebrate colleagues across the globe going above and beyond each other, consumers and their communities during the Coronavirus outbreak. It has won the award for Employee and Workplace Excellence in 2019. Whirlpool Corporation Brands won six prestigious If Awards for Design Excellence in 2020.

Whirlpool Corporation's mission statement reads, "Earn trust and create demand for our brands in a digital world." Whirlpool's vision statement reads, "Be the best kitchen and laundry company, in constant pursuit of improving life at home." Whirlpool's USP or unique selling proposition lies in it being the world's leading major home appliance company with differentiated brand portfolio and selling more than 67 million products every year.

Revenue :

USD 20,419 million – FY ended 31st December 2019 (y-o-y increase of (-) 2.8%)

USD 21,037 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Whirlpool Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading appliance manufacturer with strong global footprint 2. Strong portfolio of well-known brands 3. Robust track record of innovative products 4. Leadership position in cost and connected appliances 5. Embedment of World Class Manufacturing (WCM) in operations 	<ul style="list-style-type: none"> 1. Product recalls and lawsuit settlements leading to heavy expenses
Opportunities	Threats
<ul style="list-style-type: none"> 1. Leveraging growth potential across geographies to drive margin expansion 2. Maximizing customer value proposition by strong brands and digital marketing capabilities 3. Discretionary and replacement demand to support growth 4. Lower mortgage rates and an improving housing market to boost demand 	<ul style="list-style-type: none"> 1. Intense competition in the major home appliance industry 2. Increase in raw material costs due to tariffs imposed in the US

PESTLE Analysis :

The PESTLE Analysis for Whirlpool Corporation is given below:

Political	Economical
1. Political events such as Brexit and US-China trade war affecting business 2. Active participation and engagement in the public policy	1. Impact of the steel and aluminum tariff imposition in the US 2. Slowing US economy dampening the effects of a strong dollar
Social	Technological
1. Projected favorable growth in demand buckets 2. Shifting preferences towards the usage of connected appliances	1. Usage of advanced data analytics and AI for better supply chain productivity 2. Leveraging big data analytics for a digital customer journey
Legal	Environmental
1. Class action lawsuits and product recalls leading to heavy settlement 2. Legal allegations against the company over the Grenfell Tower fire	1. Developing energy and water-efficient products 2. Initiatives for delivering goals of emission reduction in plants and products 3. Increase resource efficiency through zero waste to landfill targets

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