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## RUSAL (UNITED COMPANY RUSAL) SWOT & PESTLE ANALYSIS

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**Company Name :** RUSAL (United Company RUSAL)

**Company Sector :** Metals and mining

**Operating Geography :** Russia, Asia, Global

**About the Company :**

United Company RUSAL primarily operates as an aluminium producer. The company is headquartered in Moscow, Russia and it engages in the production of aluminium, alloys and value-added products and focuses on the production and sale of primary aluminium. RUSAL is an integrated aluminium company which operates in 19 countries on 5 continents. The company employs approximately, 46,581 people internationally as of 2020. RUSAL was formed in March 2000 after the merger of a number of smelters and other aluminium producers located in the CIS. RUSAL is an entirely integrated company with an intricate production cycle for bauxite mining and the manufacture of raw materials. It also develops primary metals, semi-products and aluminium-based end products. The company implements innovative and energy-saving technologies to reduce greenhouse gas emissions at every juncture and 90% of the Company's aluminium is produced from renewable electricity. RUSAL propagates responsible business by implementing a companywide human rights policy. It guarantees healthy working conditions and negates any form of discrimination amongst its employees. RUSAL recently won the TXF Award in the 'Perfect 10 Deals of the Year' category for its 'Russian commodities finance deal of the year' victory.

RUSAL's unique selling proposition or USP lies in being the leading company in the global aluminium industry, producing metal with a low carbon footprint. Rusal's mission statement reads, "Our mission is to become the most efficient aluminium company in the world, which we and our children can be proud of."

**Revenue :**

\$ 9711 million - FY ending 31st December 2019 (y-o-y decline 5.5%)

\$ 10280 million - FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for RUSAL (United Company RUSAL) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the largest producers of aluminum, alumina and other related alloys</li> <li>2. Self-sufficiency in production</li> <li>3. Cutting edge innovation to increase productivity and profitability</li> <li>4. Focus on usage of renewable energy for production</li> <li>5. Production and procurements across borders with high utilization</li> <li>6. Presence in key markets</li> </ul>	<ul style="list-style-type: none"> <li>1. Failure in diversification of product portfolio</li> <li>2. Losing market share in key markets</li> <li>3. Improper utilization of some assets</li> <li>4. Dependence on small group of customers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Bright prospects of usage of aluminum and its alloys</li> <li>2. Diversifying product portfolio</li> </ul>	<ul style="list-style-type: none"> <li>1. Volatility in the price and demand of aluminum</li> <li>2. Uncertain earnings due to multiple external factors</li> <li>3. Imposition of U.S sanctions might squash Rusal's overseas supply chain</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for RUSAL (United Company RUSAL) is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. USA imposing excess tariff on imported aluminum</li> <li>2. Relaxation in sanction imposed by US</li> <li>3. Brexit creating uncertainty in Europe</li> <li>4. Japan restricting demand with the rise in consumption tax</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Economic downturn due to Covid-19 affecting business</li> <li>2. Overall slowdown of demand in energy and automation industry</li> <li>3. Growth in construction industry</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Befitting material of packaging in fast paced modern lifestyle</li> <li>2. Rising demand of aluminum as cookware raw material</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Growth in industrial usage of aluminum due to its specific advantages in elemental properties</li> <li>2. Innovation of highly sustainable and efficient Soederberg process for smelting of aluminum</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Signed memorandum to reduce greenhouse gas emissions</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Implementing Russia's largest forestation project</li> </ol>

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