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## UNITED STATES STEEL CORPORATION (U.S. STEEL) SWOT & PESTLE ANALYSIS

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**Company Name :** United States Steel Corporation (U.S. Steel)

**Company Sector :** Mining and Metal

**Operating Geography :** United States, North America, Global

**About the Company :**

United States Steel Corporation is an American integrated steel producer that manufactures and sells flat-rolled and tubular steel products in North America and Europe. The company mainly serves the automotive, container, industrial, appliance, construction, and oil and gas industries. The company has expanded into industries such as mining, chemicals, construction, real estate and transportation. US Steel is headquartered in Pittsburgh, Pennsylvania with manufacturing operations majorly in the United States and in Central Europe. The US Steel Corporation was established in 1901 by Andrew Carnegie, John Pierpont Morgan, Charles Michael Schwab and Elbert Henry Gary. This American steel conglomerate was created after a merger of numerous steel companies including Carnegie Steel, Federal Steel, American Steel & Wire and others. The company also owns a steel production facility in the Slovak Republic that supplies the Eastern European Market and engages in joint endeavours with Japanese and Korean steelmakers. US Steel is committed to sustainability and their S.T.E.E.L principles focus on ethics and lawful business practices, as well as safety, environmental stewardship and workplace conduct. US Steel has won the prestigious U.S. Dept. of Energy Award to Enhance advanced High-strength Steel Manufacturing Capabilities. As of 2023, there are 22,740 employees.

United States Steel Corporation's unique selling proposition lies in being North America's largest integrated steelmaker and the 11th largest in the world. U. S. Steel's mission statement reads, "To be the industry leader in delivering high-quality, value-added products and innovative solutions that address our customers' most challenging steel needs for the future." U. S. Steel's vision statement reads, "To be the industry leader in delivering high-quality, value-added products and innovative solutions that address our customers' most challenging steel needs."

**Revenue :**

\$ 21,065 million – FY ending 31st December 2022 (year-on-year growth of 3.9%)

\$ 20,275 million – FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for United States Steel Corporation (U.S. Steel) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.S.T.E.E.L. principles and "best of both" strategy combine to form a winning business model</li> <li>2.Strong liquidity and financial position</li> <li>3.Focus on strategic markets and customers</li> <li>4.Large portfolio and expertise in steel products and solutions</li> <li>5.Acquisition strengthening sustainable steel making technology and improving competitive positioning</li> <li>6.Shows remarkable strength with 213% share price increase in three years</li> </ul>	<ul style="list-style-type: none"> <li>1.High risk of failing to generate profit from investment in new technology</li> <li>2.Dependence on third parties for logistics and supply chain activities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Green steel is the future of tomorrow</li> <li>2.Venturing into e-commerce can be a game changing initiative.</li> <li>3.Electrical steel revolutionizes the American electric vehicle market:</li> <li>4.Growing opportunity in the US crude steel market:</li> </ul>	<ul style="list-style-type: none"> <li>1.Growth in steel substitutes has been impacting market share</li> <li>2.Steel industry is facing heat due to volatile fossil fuel price</li> <li>3.Challenges and competition in the steel industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for United States Steel Corporation (U.S. Steel) is given below:

Political	Economical
1.US China trade war has been impacting steel industry. 2.USMCA replacing NAFTA to benefit US steel manufacturers. 3.Impact Of Russia-Ukraine war	1.Lowering demand in market and economic slowdown has impacted negatively. 2.Volatile price of raw materials in global market
Social	Technological
1.Increasing urbanization and industrialization is boosting growth.	1.Increasing digitization to enhance operating model. 2.AI is helping to optimize production line performance
Legal	Environmental
1.Iron and Steel industry impacted by NESHAP rule 2.Business activity impacted by 2018 Labour Agreements with the USW	1.Combating climate change through reduction in greenhouse gas emission 2.Business strategy aligned with recycling and reducing energy consumption

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **United States Steel Corporation (U.S. Steel)** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**



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