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LAFARGEHOLCIM LIMITED SWOT & PESTLE ANALYSIS

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Company Name : LafargeHolcim Limited

Company Sector : Cement and Building Materials

Operating Geography : Switzerland, Europe, Global

About the Company : LafargeHolcim Ltd. is a Swiss multinational company that manufactures building materials. Founded in 2015, the Company is headquartered in Jona, Switzerland. The company has four segments: Cement, Aggregates, Ready-Mix Concrete and Solutions & Products. As of 2020, the company has employed over 70,000 employees in over 70 countries. It produces the most innovative products, solutions, and services, as well as advanced manufacturing processes. Lafarge's aggregates - including recycled products – provide raw materials for concrete, masonry, and asphalt, as well as for buildings, roads and landfills. The company, with the help of the most advanced R&D facilities worldwide, has developed the most innovative range of ready-mix, prefabricated concrete solutions and services. They are designed to support buildings and infrastructure construction players in meeting their challenges. LafargeHolcim is also focused on innovation to offer a range of affordable housing solutions to populations and governments, including microfinance, earth-cement building solutions, slum renovation and collective social housing.

The company's vision statement reads, "We want to foster an entrepreneurial leadership style and focus on the long-term success of LafargeHolcim." Its USP or unique selling proposition lies in it being the world leader in building materials with the strongest R&D organization in the industry and reduced carbon emissions.

Revenue :

CHF 26,722 million – FY ended 31st December 2019 (y-o-y increase of 3.1% on LFL basis)

CHF 27,466 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for LafargeHolcim Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest footprint in building materials and solution business segment 2.Best-in-class R&D organization in industry 3.Leadership position in sustainable business approaches 4.Competitive advantage due to intangible assets in the form of regulatory permits 5.Stable credit ratings, strong balance sheet & liquidity 	<ul style="list-style-type: none"> 1.Restructuring challenges since Lafarge and Holcim merger in 2015 2.Failure of compliance related to Syria busines to hurt brand reputation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Robust growth of the global building materials market driven by megatrends 2.Increased demand for sustainable construction solutions and better living standards 3.Aggressive diversification by bolt-on acquisitions in the business segments 	<ul style="list-style-type: none"> 1.Political disputes arising from restructuring or geopolitical tensions 2.Demand for cement dependent on economic growth and availability of credit 3.Currency fluctuations risk due to global footprint

PESTLE Analysis :

The PESTLE Analysis for LafargeHolcim Limited is given below:

Political	Economical
1.Chances of political backlashes due to restructuring	1.Economic headwinds such as Covid-19 impacting sales volume and earnings in cement industry 2.2020 Infrastructure bill to boost spending in the United States
Social	Technological
1.Rapid pace of digital transformation in the construction sector 2.Megatrends like urbanization driving the building materials market	1.Involvement in pivotal technologies for construction industry like 3DCONS 2.Implementation of Industry 4.0 technologies for cement production
Legal	Environmental
1.Charges over being complicit in terrorism financing in Syria 2.Uncertainty on the extent of regulations being imposed on the cement industry in the future	1.Focusing on expansion of range of low-carbon building solutions 2.Moving towards a circular economy by reducing waste and promoting recycling in value chain

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