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

## PESTLE Analysis :

The PESTLE Analysis for LafargeHolcim Limited is given below:

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

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