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# S&P TEST

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## CROWN HOLDINGS SWOT & PESTLE ANALYSIS

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**Company Name :** Crown Holdings

**Company Sector :** Food and Beverage Packaging

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

**About the Company :** Crown Holdings, Inc. formerly known as Crown Cork & Seal Company is an American company that designs, manufactures and sells packaged products for consumer goods. Its portfolio includes beverage, food and aerosol cans and ends, glass bottles, specialty packaging, aluminium caps and steel crowns under their brands- Liftoff, SuperEnd and Easylift. Headquartered in Yardley, Pennsylvania, employing approximately 33,000 people, they are actively involved in providing their regional expertise in over 41 countries. A significant majority of its sales come from its operations in Europe, South America and Southeast Asia. Crown Holdings Inc. was founded in 1892 by William Painter, who invented the crown cap for bottled carbonated beverages. Consequently, Crown Cork and Seal Company was established in New York City after a merger with New Process Cork Company, Crown Cork and Seal Company. In 2003, Crown reorganized as a public holding company. Statistically, it claims to manufacture one out of every five beverage cans in the world and one out of every three food cans used in North America and Europe. Crown Holdings has earned several prestigious awards to its name, predominantly the title of “Quality Excellence” at SC Johnson’s 2018 Top Supplier Awards.

Crown Holding’s unique selling proposition or USP lies in being the leading global supplier of rigid packaging products to consumer marketing companies. Its mission statement reads, “Building on a tradition of innovation, quality and cost control, we reach ever greater heights as we provide diversified packaging solutions and services to meet our customer needs.”

**Revenue :**

US\$ 11,665 million - FY ending 31st December 2019 (y-o-y growth 4.6%)

US\$ 11,151 million - FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Crown Holdings is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ol style="list-style-type: none"> <li>1.Global outreach as legacy solution of metal packaging</li> <li>2.Mitigating competition through flexible and all-round solution strategy</li> <li>3.Enhancing utility of metal based packaging through innovation</li> <li>4.Diversified business serving broad spectrum of geographies, end markets and customer portfolio</li> <li>5.Stewardship towards circularity</li> <li>6.Rebranding itself through the healthy customer portfolio</li> <li>7.Signode is the flagship industrial packaging brand with a 100-year history of innovation</li> </ol> | <ol style="list-style-type: none"> <li>1.Allegations of usage of banned materials in production</li> <li>2.Surmounting debt weighing high on finances</li> </ol>  |
| Opportunities  | Threats   |
| <ol style="list-style-type: none"> <li>1.Rising demand for beverage cans</li> <li>2.Safe packaging on a high demand</li> <li>3.Metal Packaging gaining popularity, being the most recycled material</li> </ol>   | <ol style="list-style-type: none"> <li>1.Other packaging materials providing cheaper alternatives</li> <li>2.Competitive business from other brands and packaging material</li> <li>3.Metal Packaging gaining popularity, being the most recycled material</li> </ol> |

## PESTLE Analysis :

The PESTLE Analysis for Crown Holdings is given below:

|  |   |
|--|---|
| <p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Restriction of steel and aluminum import in USA</li> <li>2.US China Trade affecting Chinese business of American Crown</li> <li>3.Brexit uncertainties affecting business</li> </ol>  | <p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Dependence on prices of steel and aluminum</li> <li>2.Downturn of the European economy</li> </ol>   |
| <p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Fast paced lifestyle requires convenience and usability</li> <li>2.Increase in health conscious customers boosting healthy beverages</li> <li>3.Aligning with artisan aesthetics for modern consumers</li> <li>4.Ends Innovations Respond to Changing Consumer Demand</li> </ol> | <p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Odds and evens of metal packaging over other means of packaging</li> </ol>   |
| <p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Compliances to the usage of bisphenol-A</li> <li>2.Compliances related to environmental sustainability</li> <li>3.Antitrust compliances</li> </ol>  | <p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Stepping closely towards environmental sustainability</li> <li>2.Targeting complete reliance on renewable energy</li> <li>3.Dependence on seasonality</li> </ol> |

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