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ANGLO AMERICAN PLC SWOT & PESTLE ANALYSIS

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Company Name : Anglo American plc

Company Sector : Metals and Mining

Operating Geography : South Africa, Africa, Global

About the Company : Anglo American plc is a South African multinational mining company. It was founded in 1917 by Ernest Oppenheimer. It is headquartered in London, United Kingdom and Johannesburg, South Africa. Its portfolio of world-class competitive mining operations and undeveloped resources provides the metals and minerals that enable a cleaner, greener, more sustainable world and that meet the fast growing consumer-driven demands of the world's developed and maturing economics. As of 2020, the company has around 90,000 employees. Its metals are the essential ingredients in smartphones, electric cars and wind turbines; its basic materials build homes, railways and airports; and its diamonds fulfil its customer's dreams. The company operates across southern Africa, North and South America, and Australia. It is a responsible miner of diamonds (through De Beers), copper, platinum group metals, iron ore, coal and nickel.

Anglo American PLC's mission statement reads, "To reposition our assets into a value optimising portfolio, develop the market for PGMs, and deliver the full potential of our operations through our people in a values driven and socially acceptable." Its vision statement reads, "To be a global leader in Platinum Group Metals (PGMs), from resources to market, as we use work towards a better future for all." Anglo American's unique selling proposition or USP lies in it being the world's largest producer of platinum, with around 40% of world output.

Revenue :

US\$ 29.9 billion – FY ended 31st December 2019 (y-o-y increase of 8.33%)

US\$ 27.6 billion – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Anglo American plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. World-class, differentiated asset portfolio 2. Strong innovative culture supported by digitalisation and sustainability 3. Leading mining company with a strong international footprint 4. Consistently strong financials and liquidity position 	<ul style="list-style-type: none"> 1. Weakening of polished diamond prices as well as automotive sector
Opportunities	Threats
<ul style="list-style-type: none"> 1. Further investments towards sustainable mining operations 2. Asset portfolio improvements like development of copper mine in Peru 3. Global transition towards lower-emission transport and energy solutions 	<ul style="list-style-type: none"> 1. Effects of uncertain economic environment due to trade and politics 2. Depletion of raw materials leading to increasing costs 3. Increased production and demand for disclosed gem synthetics over the natural gems 4. Decline in certain commodity prices due to pandemic induced slowdown 5. Downgrade in sovereign rating on South Africa may impact Anglo American

PESTLE Analysis :

The PESTLE Analysis for Anglo American plc is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Global trade tensions, with the uncertainties posed by tariffs between the US and China 2.Uncertainty over the USMCA trade agreement 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Fall-out of big exporting economies like Japan and Germany 2.Headwinds arising from a strong US dollar
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Impact of the emerging wealth due to changing demographics on mining industry 2.Impact of online purchasing on polished diamond prices 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Leveraging data capabilities to re-imagine the mining value chain 2.Creating a blueprint for sustainable future using innovative thinking and enabling technologies 3.Investment in blockchain to give consumers confidence on natural gems
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Uncertain regulatory environment across countries 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Transitioning to a cleaner world with lower emission transport and energy solutions 2.Moving towards a circular economy by promoting recycling

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