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# S&P TEST

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## STORA ENSO SWOT & PESTLE ANALYSIS

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**Company Name :** Stora Enso

**Company Sector :** Paper and Packaging

**Operating Geography :** Finland, Europe, Global

**About the Company :** Stora Enso, a Finnish and Swedish paper and packaging powerhouse, traces its roots to the 1998 merger of Stora AB and Enso Oyj. Headquartered in Helsinki, Finland, the company dominates the European market, while exporting products globally to Asia, South America, and the US. As a government-owned entity, Stora Enso holds the unique distinction of being the world's oldest limited liability company, boasting the oldest-known preserved share certificate from 1288. The introduction of the Forest division in 2020 marked a pivotal moment in its trajectory. With a diverse product range including consumer board, renewable packaging solutions, biomaterials, wood products, and paper, Stora Enso caters to a broad clientele ranging from publishing and printing to retailers, brand owners, print and board producers, merchants, converters, joiners, and construction companies. As of 2023, the company stands as a global industry leader with a workforce exceeding 21,500 employees.

Stora Enso's mission revolves around pioneering the replacement of fossil-based materials through innovation and the development of novel products and services rooted in wood and other renewable materials. The company envisions itself as a leader in its field, a preferred partner, and a respected member in the societies it operates in, committed to delivering value to customers, employees, investors, suppliers, and other stakeholders. The unique selling proposition (USP) of Stora Enso lies in its position as a top provider of renewable packaging solutions. Offering environmentally friendly alternatives to non-renewable products, the company's offerings boast a significantly smaller carbon footprint.

**Revenue :**

11.68 billion – FY ended 31st December 2022 (Y-O-Y Growth 14.96%)

10.16 billion – FY ended 31st December 2021

## SWOT Analysis :

The SWOT Analysis for Stora Enso is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.A broad and diversified portfolio of products</li> <li>2.Numerous awards enhance the brand's strength globally</li> <li>3.A leader in sustainability with a naturally green business, driving opportunities</li> <li>4.A global leader with a diversified business model underpinned by megatrends</li> <li>5.Competitive edge through distinctive, impactful products</li> </ul>	<ul style="list-style-type: none"> <li>1.Sales decline impacts financial performance</li> <li>2.Exiting from the Russian market led to a decrease in profitability</li> <li>3.Shutdown of production unit due to decrease in demand for paper</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing global sustainability focus</li> <li>2.Focusing on the CO2 challenge</li> <li>3.Replacing non-renewable materials with renewable products</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining demand in packaging, especially containerboard, threatens Stora Enso's revenue</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Stora Enso is given below:

Political	Economical
<ul style="list-style-type: none"> <li>1.Russia- Ukraine war led to the exit of the company from Russia</li> <li>2.France's RE2020 environmental regulations boost wood demand, creating a market advantage for Stora Enso</li> </ul>	<ul style="list-style-type: none"> <li>1.Economic downturn or uncertainties impacting the company's revenue</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1.Consumers are moving away from virgin paper or pulp products to recycled products</li> <li>2.Stora Enso's outreach program for schools and parents promotes diversity from a grassroots level</li> </ul>	<ul style="list-style-type: none"> <li>1.Investing in advanced Fiber Molding tech for sustainable packaging solutions</li> <li>2.Integrating sustainable RFID tags in New Retail for transparent supply chain control</li> </ul>
Legal	Environmental
<ul style="list-style-type: none"> <li>1.Stora Enso's involvement in the antitrust investigation indicates legal challenges</li> <li>2.Included competition law in business practice policy</li> </ul>	<ul style="list-style-type: none"> <li>1.Stora's investment boosts CarbonScape, targeting carbon footprint reduction in manufacturing</li> <li>2.Collaboration with Kolon significantly reduces carbon footprints and promotes renewable materials</li> <li>3.Stora Enso's biodiversity conservation efforts enhance climate change resilience amidst the increasing impact of climate change</li> </ul>

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