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KONINKLIJKE DSM SWOT & PESTLE ANALYSIS

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Company Name : Koninklijke DSM

Company Sector : Nutrition, Materials and Innovation Center

Operating Geography : Netherlands, Europe, Global

About the Company : Koninklijke DSM N.V (commonly known as Royal DSM – Dutch State Mines) is a Dutch multinational corporation headquartered in Heerlen, Netherlands. It was founded in 1902 by the Dutch Government to mine coal reserves. Over the century the company has diversified into multiple sectors and currently operates under three broad segments – Nutrition, Materials and Innovation Center.

Nutrition segment focuses on animal feed, pharmaceuticals, personal care, dietary supplements, infant nutrition and food & beverages. DSM's involvement in this sector is with the production of pure ingredients and their conversion into sophisticated forms. It also provides its clients with a set of tailored premixes and forward solutions. Materials segment focuses on specialty plastics and resins solutions. Specialty plastics are used in components for automotive, consumer goods industries, electronics segment and flexible food-packaging industries. Resins solutions are used for paints and industrial and optical fiber coatings. These require innovation and sustainability features. The Innovation Center focuses on innovation and the growth of DSM's existing core business through adjacent technologies. It also identifies and invests in new and innovative growth options.

Royal DSM had over 22,000 employees as of early 2020. Royal DSM's purpose is to create brighter lives for all. It uses its bright science to create solutions for people today and generations to come.

Revenue :

9,010 million - FY ended Dec 2019 (YoY growth of 1.78%)

8,852 million - FY ended Dec 2018

SWOT Analysis :

The SWOT Analysis for Koninklijke DSM is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global and broad nutritional and other specialty ingredient solutions business 2.Leveraging unique technology capabilities to develop innovative, sustainable solutions. 3.Strong Acquisition strategies to consolidate positions. 4.Enabling customers in their sustainability endeavors with innovative solutions 	<ul style="list-style-type: none"> 1.High dependence on developed markets which could prevent expansion to other markets
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion within the digital marketplace. 2.Growing popularity of natural and plant-based foods, such as meat and dairy alternatives 3.Increasing demand for advanced materials with ever-higher performance levels 4.Environmental sustainability with the reduction of greenhouse emissions and use of renewable energy 5.Expansion opportunity in Asian markets for its products 	<ul style="list-style-type: none"> 1.Trade wars may disrupt supply chains. 2.Long term changes may disrupt Nutrition markets

PESTLE Analysis :

The PESTLE Analysis for Koninklijke DSM is given below:

<p style="text-align: center;">Political</p> <p>1.Regulation changes in the operating geographies will affect operations</p> <p>2.Impact of US \u2013 China trade war on the operations</p>	<p style="text-align: center;">Economical</p> <p>1.Risk of movements in foreign exchanges</p>
<p style="text-align: center;">Social</p> <p>1.Enhanced nutrition required for enabling healthy lives for people globally</p> <p>2.Safety Concerns for products or raw materials used during production.</p>	<p style="text-align: center;">Technological</p> <p>1.Leveraging the advantages of 3D printers</p> <p>2.Digitization to drive growth and improve efficiency</p>
<p style="text-align: center;">Legal</p> <p>1.Infringement risks of intellectual property</p>	<p style="text-align: center;">Environmental</p> <p>1.Move towards renewable energy</p> <p>2.Reduction of carbon footprint from operations</p>

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