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## FERGUSON SWOT & PESTLE ANALYSIS

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**Company Name :** Ferguson

**Company Sector :** Building Materials

**Operating Geography :** United States, Canada and United Kingdom

**About the Company :**

Ferguson plc is an Anglo-American multinational plumbing and heating products company with its headquarters in Winnesh Triangle, United States. The company's brands comprise of Ferguson Enterprise (United States), Wolseley (United Kingdom and Canada) and William Wilson (United Kingdom). In 1887 Ferguson's business began with making sheep shearing machinery named Wolseley. Herbert Austin who worked in Wolseley's shearing machinery was appointed its manager and was given a share of its equity. Wolseley continued to expand manufacturing, buying and distribution businesses. Later in 1982, it entered the market in the United Kingdom by obtaining Ferguson Enterprise, a dealer of plumbing with supplies with around fifty branches on the East Coast of United States. Ferguson trades as Wolseley and William Wilson, the supplier of heating, plumbing and bathroom products in Scotland, United Kingdom. In Canada, the company operates as Wolseley Canada, where it is assembled into businesses of plumbing, ventilating, heating, air conditioning, refrigerator water works and industrial pipe, valve and fittings. The company leverages the talent of 36,000 employees globally as of early 2023. This Anglo-American multinational company operates in large, fragmented markets with growth characteristics.

Ferguson plc's Unique Selling Proposition or USP lies in it being the world's leading specialist distributor of plumbing and heating products. The company aims to be a trusted partner and deliver the best service to customer in its industry by improving their construction, renovation and maintenance projects.

**Revenue :**

\$28.6 billion – FY ending 31st December 2022 (y-o-y growth of 25.3%)

\$22.8 billion – FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Ferguson is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Consistently strong operating and financial performance</li> <li>2.Strong position in USA's fragmented market</li> <li>3.Differentiation through strong sales culture and push for excellent customer service</li> <li>4.Broad and diversified portfolio of products</li> <li>5.Launching e-commerce platform in this sector is a game changing initiative</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly concentrated in the United States</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Repair Maintenance and Improvement (RMI) to increase market for smaller projects</li> <li>2.Partnering with UV-C HVAC suppliers to make people feel safe from COVID-19</li> <li>3.Online digital marketing through social websites and application will boost sales</li> <li>4.Market growth drivers in the USA providing strong growth opportunity</li> <li>5Own brand penetration to lead to higher gross margins</li> <li>6.Strategic acquisitions and partnerships</li> <li>7.Balanced approach to growing fragmented markets</li> </ul>	<ul style="list-style-type: none"> <li>1.New competitors in distribution and wholesale business with lower rates have disrupted the market</li> <li>2.Changing regulations and laws will increase operational cost to stay compliant</li> <li>3.Slowdown in the US residential market</li> <li>4.The business is in cyclical nature</li> <li>5.Disruption of the supply chain</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Ferguson is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Trade war and tensions has impacted heating and HVAC distributors</li> <li>2. Effect of international affairs</li> <li>3. Shifting to US listing</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Slow GDP growth in USA has affected the growth</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Increase in urbanization and new homes have increased demand of plumbing and heating products</li> <li>2. Increasing ageing population across UK and USA to increase market for thermal comfort</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Incorporating Building Information Modelling systems with internal software to integrate orders</li> <li>2. Automation in valve technology is registering presence in midstream oil companies</li> <li>3. Leveraging technology to deliver strong customer experience</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. 80% of Ferguson plc is owned by institutional investors</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Combating climate change by controlling and reducing carbon emission through suppliers and distribution centres</li> <li>2. Reduction in waste disposal to land and increased recycling process</li> <li>3. Exploring alternative fuel sources for a more sustainable transportation future in commercial fleets</li> </ol>

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