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FORTESQUE METALS GROUP SWOT & PESTLE ANALYSIS

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Company Name : Fortescue Metals Group

Company Sector : Metals and Mining

Operating Geography : Australia, Global

About the Company :

Fortescue Metals Group is a leading Australian iron ore mining company with its headquarters in Perth. Founded by Dr. Andrew Forrest in 2003, the company has constructed some major mines, discovered major iron ore deposits and became one of the largest iron ore producers in the world. It was founded on the belief that communities should benefit from the company's success. The company's strategic goals are ensuring balance sheet flexibility and strength, investment in long term sustainability of core business while pursuing growth options, and delivering high returns to shareholders. The company exports 175 to 180 million tons of iron ore annually and is known as one of the lowest cost iron ore producers in the world. As of early 2022, Fortescue has over 10,000 direct employees. The company's vision is to become the safest, lowest cost and most profitable mining company in the world. The company operates on the core values of safety, family, empowerment, frugality, stretch targets, integrity, enthusiasm, courage and determination, generating ideas and humility.

Fortescue's USP or unique selling point centers in the development of iron ore deposits. Fortescue's Mission Statement reads, "Realizing our vision of being the safest, lowest cost and most profitable iron ore producer."

Revenue :

USD 22,284 million – FY 30 June 2021 (YoY growth 73.8%)

USD 12,820 million - FY 30 June 2020

SWOT Analysis :

The SWOT Analysis for Fortesque Metals Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Sustained high operational performance through productivity and innovation 2.Strong balance sheet through successful execution of integrated operations and marketing strategy 3.Good track record of safety 	<ul style="list-style-type: none"> 1.High dependence on China for business
Opportunities	Threats
<ul style="list-style-type: none"> 1.Enhancement of product portfolio through the Iron Bridge Magnetite project 2.High potential for mining in Latin America 3.Rising demand for iron ore in China during the pandemic 4.High export potential of green hydrogen for Australia 5.Exploration of commodities that support decarbonization and the electrification of the transport sector 	<ul style="list-style-type: none"> 1.Counterparties defaulting on contractual obligations 2.Impact of prevailing market prices on iron ore sales 3.Increased exposure to bribery and corrupt practices 4.Increase in Australia- China political tensions may impact mining industry

PESTLE Analysis :

The PESTLE Analysis for Fortesque Metals Group is given below:

Political	Economical
1.Growing anti-China sentiment around the world	1.Impact of foreign exchange rate fluctuation 2.Impact of variable interest rates
Social	Technological
1.Initiatives for bushfire relief 2.Creation of economic opportunities for Aborigines	1.Autonomous technology in mining operations 2.3D printing technology in mining industry
Legal	Environmental
1.Court battles with financial data companies over publication of iron ore prices 2.Intensifying regulations and regulatory pressures in mining	1.Initiatives to combat climate change 2.Sustainable water management practices

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