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INEOS SWOT & PESTLE ANALYSIS

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Company Name : INEOS

Company Sector : Chemicals

Operating Geography : United Kingdom, Global

About the Company : Headquartered and registered in London, England, INEOS is a British multinational chemical corporation. With \$83 billion in annual sales, it is one of the biggest chemical firms in the world by revenue.

INEOS is divided into about 20 separate business units, each with its own board and running almost entirely independently, although founder Sir Jim Ratcliffe and his associates tend to sit on their boards occasionally.

INEOS provides products for many markets including: Fuels and Lubricants (23.3%), Packaging and Food (18.5%) and Construction (16.1%). Other markets include Automotive & Transport, White Goods & Durables, Pharmaceutical & Agrochemical and Textiles. The majority of INEOS's geographic earnings are distributed across Germany (16.8%), USA (16.1%), UK (12.3%), France (11.6%) and Benelux (10.8%).

Revenue :

13,705.0 million – FY ending December 31, 2019

SWOT Analysis :

The SWOT Analysis for INEOS is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. World's leading chemical company 2. Diversified product portfolio with a wide range of end market applications 3. Excellence in safety, health, and environmental performance offered by INEOS 4. Developing innovative sustainable solutions to current and future challenges 5. Strong Liquidity, positive cash flows and credit rating 	<ul style="list-style-type: none"> 1. Potential hazards which could result in significant liability
Opportunities	Threats
<ul style="list-style-type: none"> 1. Massive expansion program in Europe 2. Building geographical footprint in Middle East & Asia 3. Inspiring a new wave of talent - STEM education program 4. Project Grenadier off-road vehicle 	<ul style="list-style-type: none"> 1. Weakness in Demand and subsequent impact to INEOS 2. Competition in the industry 3. European chemical industry facing cost pressures:

PESTLE Analysis :

The PESTLE Analysis for INEOS is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Introduction of laws banning single use plastics 2.Operations of INEOS likely to be affected by the Referendum and UK withdrawal from the EU 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Cyclicity of the petrochemical industry and its effect on INEOS 2.Exposed to currency fluctuations due to the company's procurement process
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Decreasing employment levels along with rising skill gaps in the chemical industry 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Using digital technologies in the chemical industry \u2013 Pros and Cons 2.Cyber Security Risks in the chemical industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.The company may be liable for damages based on product liability 2.Chemical safety regulation of products and raw materials 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Changes in environmental legislation and the company's activities 2.INEOS compliance with air and climate change regulations 3.Manufacturing products that positively impact carbon efficiency

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