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WESTROCK SWOT & PESTLE ANALYSIS

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Company Name : WestRock

Company Sector : Paper Packaging Solutions

Operating Geography : United States, North America, Global

About the Company : In 2015, the alliance of MeadWestvaco and Rocktenn gave America its second largest packaging company WestRock, headquartered in Atlanta Georgia. WestRock is a multinational provider of paper and packaging solutions for consumer and corrugated packaging markets. The company serves its consumers worldwide from its operating and business locations in North America, South America, Europe, Asia, and Australia. WestRock's business strategy is to consolidate the industry's most extensive portfolio of sustainable, fiber-based paper and packaging with, insights of its industry-leading expertise and automated packaging systems to render customized solutions that benefit their customers win in the marketplace. The company's business culture is rooted in its core values i.e. Integrity, Respect, Accountability, and Excellence. Additionally, with a long history of entrepreneurship, leadership, and innovation the company has made some game-changing advancements in papermaking, packaging design and retail solutions. With nearly 50,000 employees, 320 manufacturing facilities, design centers, research labs, and sales offices globally as of 2020, WestRock seamlessly delivers unbeatable packaging solutions around the world. For the fifth time in a row, WestRock was listed in Fortune's world's most admired companies 2020.

WestRock's vision is "to be the premier partner and unrivaled provider of winning solutions for our customers." WestRock's USP lies in being America's second-largest packaging company and one of world's largest packaging companies based on its revenue as of 2020.

Revenue :

\$ 18,289.0 million - FY ending 30th September 2019 (y-o-y growth 12.3%)

\$ 16,285.1 million - FY ending 30th September 2018

SWOT Analysis :

The SWOT Analysis for WestRock is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide geographic presence makes the company truly global 2.One of the largest producers of corrugated packaging material 3.Providing complete solutions for paper based products 4.Larger dependence on contractual workers 5.Sound credit-revolving facility 	<ul style="list-style-type: none"> 1.Acquisition of risky assets 2.Allegations of usage of banned material in production: 3.High dependence on US for sales 4.Underpayment of pension deposits
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising demand of paper based packaging in e-commerce 2.Growth of FMCG and pharmaceutical companies amid pandemic 	<ul style="list-style-type: none"> 1.High competition in the business 2.Multiple litigations stressing out earnings 3.Availability of other material over paper for packaging 4.Lack of innovation compared to competitors: 5.Dented reputation due to allegations over asbestos exposure lawsuits

PESTLE Analysis :

The PESTLE Analysis for WestRock is given below:

Political	Economical
1.US withdrawal of Paris Agreement	1.Demand supply dynamic disruptions due to Covid-19 pandemic 2.Legalities of specific acquisitions weighing heavy on firm finances
Social	Technological
1.Human safety in paper packaging industry 2.The growing trend of consumers for sustainable products 3.Shift from retail/restaurants to home delivery	1.Subscribing to automation for product development 2.Focusing on partnerships to ramp up digital presence 3.The road block on sustainability due to emission of harmful gases
Legal	Environmental
1.Compliances related to environmental sustainability 2.Charged in asbestos-related personal injury litigation	1.Value of sustainability in paper packaging 2.Recycling services to meet shifting needs

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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