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MOHAWK INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : Mohawk Industries

Company Sector : Manufacturing, Flooring Manufacturer

Operating Geography : United States, North America, Global

About the Company :

Mohawk Industries is an American flooring producer company. It is headquartered in Calhoun, Georgia, United States. The company constructs floor covering products for residential and commercial applications in North America and residential applications in Europe. The company leverages the talent of around 37,800 employees in Australia, Brazil, Canada, Europe, India, Malaysia, Mexico, New Zealand, Russia and the United States as of early 2021. In 1875, William Shuttleworth and his four sons came to the United States, to set up a carpet mill in Hudson Valley. In 1902, the company was incorporated as the Shuttleworth Brothers Company. In 1920, when the company merged with McCleary Wallin and Crouse, another mill in Amsterdam, it adopted the name of Mohawk carpet mills. The brands of the company include American Olean, Daltile, Durkan, Eliane, Feltex, Godfrey Hirst, IVC, Karastan, Kerama Marazzi, Marazzi, Moduleo, Mohawk, Mohawk Home, Pergo, Quick-Step, Ragno and Unilin. Mohawk's portfolio includes soft flooring products (carpet and rugs), hard flooring products (ceramic tile, natural stone and hardwood flooring), laminate flooring, sheet vinyl and luxury vinyl tile. By the end of 2020 the company had targeted to launch more than 400 owned and franchised stores in Russia. Mohawk Industries is the winner of Home 2019 American Business Awards for Ground-breaking Work in Specialty Retail and Sustainability. In June 2022, Mohawk Industries, Inc. disclosed that it had reached an agreement with Grupo Industrial Saltillo (GIS) to buy the Vitromex ceramic tile business for about \$293 million in cash. Mohawk's profits should increase as a result of the Vitromex business.

Mohawk Industry's Unique Selling Proposition or USP lies in it being the largest manufacturer, distributor and marketer of ceramic tile and natural stone in the world. The company's mission statement reads, "We're dedicated to running our business in the best way we can, and to making a positive impact in our communities. It's all part of our mission to create innovative products that make life better and to bring you the best floor possible".

Revenue :

US\$ 9552.2 million - FY ending 31st December 2020 (YoY growth, (negative) – 4.38%)

US\$ 9,970.7 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Mohawk Industries is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strong and differentiated distribution network with a wide reach 2. World's largest flooring manufacturer with global presence 3. Market leader in all flooring categories 4. Established presence in ceramic segment 5. Vertically integrated world-class manufacturing 6. Driving performance through innovation and process improvements 	<ol style="list-style-type: none"> 1. Allegations and lawsuits regarding fraudulent accounting practices hurting the company
Opportunities	Threats
<ol style="list-style-type: none"> 1. Expanding growth through retail stores 2. Strong growth opportunity in global tile market 3. Aggressive acquisition strategy driving growth 4. Strong growth expected in Asia Pacific flooring market 5. Expanding E-commerce business to China 	<ol style="list-style-type: none"> 1. Acute labour shortage curtailing operations 2. Intense competition in the flooring industry 3. Intellectual property infringement resulting in revenue losses and attracting legal battles

PESTLE Analysis :

The PESTLE Analysis for Mohawk Industries is given below:

Political	Economical
1. Operations in some emerging markets are subject to great risk 2.Costs and Risks of Non-compliance 3.U.S China Trade war impacting flooring industry	1.Pandemic impact on housing and construction segments 2.USTR tariff imposition bearing risk of disproportionate economic harm
Social	Technological
1.Expanding business through E-commerce 2.Urbanization to driving global housing growth	1. Automation driving significant cost reductions\u2014talk about the trend first and then the connect 2.Digital Transformation Initiatives
Legal	Environmental
1.Lawsuits for fabricating sales 2.Litigations, claims, operations compliance	1. Sustainability on the shop floor 2.Ecofriendly Products

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