
S&P TEST

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DS SMITH PLC SWOT & PESTLE ANALYSIS

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Company Name : DS Smith Plc

Company Sector : Paper Based Packaging Solutions

Operating Geography : England, Europe, Global

About the Company : DS Smith plc is a British multinational packaging business. The company has its headquarters in London, England. In 1940, the business was set up by two cousins David Gabriel Smith and David Solomon Smith to build cartons. The business was listed on the London Stock Exchange later in 1950s. The company operates in packaging - corrugated packaging, plastic packaging and recycled paper in 37 countries. The company has around 27,500 employees as of early 2021. This multinational company also makes use of infrastructure of the countries in which they operate such as energy provider, telecommunication and transportation network. The company is funded by an amalgamation of shareholder equity, debt and cash flow generated through its operations. In 2020, the charitable foundation of the company made its mark on local communities by responding to Covid-19 through innovative packages for vulnerable citizens and donations around the world. The company has been awarded for three of its innovative packaging solutions prized with 2020 World Star Packaging Award, which are, The Tuorekartano Oy potato fridge-box, The Maggi 'Food Travel' display and The Red Bull Event car. The company believes in generating sustainable value which is found in balancing the needs of its business, environment and its people.

DS Smith plc's Unique Selling Proposition or USP lies in it being the leading provider of packaging solutions, paper products and recycling services globally. The company aims to become a trusted partner to its customers by providing innovative packaging solutions for all their needs. D S Smith's vision statement reads "Our vision is to be the leading supplier of sustainable packaging solutions."

Revenue :

£ 6043 million - FY ending 30th April 2020 (y-o-y decline 2.0%)

£ 6171 million - FY ending 30th April 2019

SWOT Analysis :

The SWOT Analysis for DS Smith Plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Employing innovation for introducing sustainable packaging solutions 2. Europe's largest paper and cardboard recycler 3. Increasing foothold by acquisition, consultancy and rightsizing 4. Scaling business with FMCG 5. Healthy balance sheet and robust financials over the past fiscals 	<ul style="list-style-type: none"> 1. Lack of global presence 2. Accidents maligning brand equity and eroding profits
Opportunities	Threats
<ul style="list-style-type: none"> 1. Paper packaging presenting promising alternatives to plastic ones 2. Growing e-commerce promotes paper packaging 3. Transformation of packaging and storage solutions in super markets 4. High demand of packaging material in pharmaceutical and healthcare sector 5. Rise of demand for anti-Covid solutions 	<ul style="list-style-type: none"> 1. Light weight plastics still preferred over corrugated cardboards 2. Poor recycling leads more troubles than benefits of paper packaging 3. High competition in the segment 4. Tightened compliances

PESTLE Analysis :

The PESTLE Analysis for DS Smith Plc is given below:

Political	Economical
1.Uncertainty of Brexit deal impacting	1.Impact of Covid on packaging industry 2.Growing prospects of paper requirements in US and Europe
Social	Technological
1.Changing preferences of consumers towards eco-friendly packaging 2.Promoting collaboration with suppliers	1.Digitization of transactions with suppliers 2.Promoting Circular Design Principles
Legal	Environmental
1.Regularization of supply chain by transparent terms and conditions with suppliers 2.Anti trust regulations affecting business	1.Enabling consumers to reduce carbon footprint 2.Launching eco-friendly sustainable packaging solutions

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