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OUTOKUMPU OYJ SWOT & PESTLE ANALYSIS

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Company Name : Outokumpu Oyj

Company Sector : Steel

Operating Geography : Finland, Europe, Global

About the Company : Outokumpu Oyj is a group of international companies which leverages the talent of around 10,600 employees in more than 30 countries as of early 2021. It is headquartered in Helsinki, Finland. A large copper ore was discovered in Outokumpu Oyj in 1908, and it was established to develop the now-exhausted mine. Later it developed the flash-smelting process for smelting copper in 1940s. On the coast of Bothnia, in a small-town Tornio, OTK has one of its largest producer of integrated steel mills, Tornio Works which produces cold rolled and hot rolled coils and sheets cut from coils, with an annual output of one million tonnes. It also involves a hot rolling mill and two cold rolling mills and ferrochrome smelting, two steel-melting shop. Kemi mine in Keminmaa near Tornio which is also the largest producer of chromite in Europe produces the raw material for chrome, needed to make stainless steel. The Company has four business areas which includes Europe, the Americas, Ferrochrome and Long Products in which Europe and the Americas involves both coil and sheet stainless steel operations in their merchandise area, while Ferrochrome and Long Products focus on these types of products. In 2020, Outokumpu decided to prioritize the de-risking of the company through cash flow management, margin improvement and deleveraging the balance sheet. The Company has received two gold-level awards in the categories of New Technology and New Development and a silver-level award in the Safety category. In 2021, Outokumpu has been included in the Sustainability Yearbook 2021 indicating a position within the top 15% sustainability performers of the steel industry.

Outokumpu Oyj's Unique Selling Proposition or USP lies in it being the global leader in the production of stainless steel and the largest producer in Europe. The Company's mission statement reads, "We work safely, comply with our cardinal safety rules, assess potential risks and take appropriate measures to mitigate them".

Revenue :

6,403 million – December 2019 (Decline 6.82%)

6,872 million – December 2018

SWOT Analysis :

The SWOT Analysis for Outokumpu Oyj is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest stainless-steel producer in Europe 2.Broadest stainless-steel product portfolio globally 3.Best customer experience compared to peers 4.Strengthening financial position with decreasing net debt 5.Growth in demand of stainless steel encourages operational outlook 	<ul style="list-style-type: none"> 1.Volatile raw material cost and sharp increase in nickel cost. 2.Lack of cyber security and outdated system infrastructure needs improvement.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Revolution in European steelmaker association over green steel and its increasing demand 2.Sales and marketing through e-commerce can be a game changing initiative 	<ul style="list-style-type: none"> 1.Growth in substitutes of steel has been increasing and capturing market share. 2.Economic slowdown and pandemic have led to decrease in global demand. 3.Challenging conditions in European

PESTLE Analysis :

The PESTLE Analysis for Outokumpu Oyj is given below:

Political	Economical
1.US China trade war has led to market disruption. 2.Unfair trade policy has impacted European steel industry. 3.Brexit to impact European steel industry	1.Raw material and volatility in their cost has been impacting the firm. 2.Lower demand in market and economic slowdown has impacted negatively
Social	Technological
1.Rising middle-class and urbanization driving stainless steel growth	1.Incorporation of new ERP system has been successful 2.Unlocking customer value and efficiency through digitalization
Legal	Environmental
1.European Emissions Trading Scheme increases operational cost.	1.Combating climate change through initiatives on emission 2.Focus on energy efficiency by incorporating EAF 3.Climate change drives the need for sustainable solutions

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Client Support:
support@swotandpestle.com