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CARLISLE COMPANIES SWOT & PESTLE ANALYSIS

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Company Name : Carlisle Companies

Company Sector : Construction, Diversified

Operating Geography : United States, North America, Global

About the Company :

Carlisle Companies Incorporated is an American diversified company which designs, produces and distributes a wide range of products serving a broad range of niche markets to customers around the world involving commercial roofing, energy, lawn and garden, agriculture, mining and construction equipment, aerospace and electronics, dining and food delivery, and healthcare. It is headquartered in Scottsdale, AZ, United States. Carlisle Companies started its operations on September 12, 1917 as a manufacturer of inner tubes and the present-day Carlisle Companies Inc. was incorporated in 1986 as a holding company for the original company. The company has three main operating groups: Construction Materials, Industrial components and diversified components. In 2021, the company aims to utilize the Carlisle Operating System (COS) to drive regulations and operating leverage, decreasing costs annually by 1-2% of sales, and to reshape the portfolio with synergistic acquisitions to review and optimize its assets. Carlisle Companies Incs' Unique Selling Proposition or USP lies in it being recognized as the leader in the roofing industry for nearly half a century and a diversified manufacturer and distributor of premium building products for the residential and commercial construction markets. Carlisle company's mission statement reads, " to serve customers worldwide by building on our strengths in rubber, plastics, friction and precision coating products, and other technologies in which we can develop a competitive advantage".

Revenue :

\$4.8 billion - FY ending 31st March 2020 (7.4 % growth y-o-y)

\$4.5 billion - FY ending 31st March 2019 (19.4 % growth y-o-y)



SWOT Analysis :

The SWOT Analysis for Carlisle Companies is given below:

| Strengths | Weaknesses |
|---|---|
| 1.Broad distribution and reach | 1.High dependence on a few products |
| 2.Strong product portfolio of leading mobile | 2.Reliance on third-party platforms |
| gaming franchises | 3.Seasonality in sale increases risk |
| 3.Strategic partnerships and acquisitions | |
| 4.Digital revenue streams more recurring and | |
| providing relatively higher profit margins | |
| 5.Skilled labour force and recognized for | |
| positive work culture | |
| | |
| Opportunities | Threats |
| Opportunities 1.Differentiated experience using latest | Threats 1.Increasing importance of free-to-play games |
| | |
| 1.Differentiated experience using latest | 1.Increasing importance of free-to-play games |
| 1.Differentiated experience using latest technology | 1.Increasing importance of free-to-play games 2.Effectively manage growth and business |
| Differentiated experience using latest technology Increased user activity due to ongoing | 1.Increasing importance of free-to-play games2.Effectively manage growth and businesscomplexity |
| Differentiated experience using latest technology Increased user activity due to ongoing pandemic | 1.Increasing importance of free-to-play games 2.Effectively manage growth and business complexity 3.Impact of Technological Innovation |
| Differentiated experience using latest technology Increased user activity due to ongoing pandemic Growth in interactive entertainment | 1.Increasing importance of free-to-play games 2.Effectively manage growth and business complexity 3.Impact of Technological Innovation 4.High competition in the industry |



PESTLE Analysis :

The PESTLE Analysis for Carlisle Companies is given below:

| Political | Economical |
|---|---|
| 1. Possibility of multi trillion-dollar | 1. Brexit would increase the costs for Carlisle |
| infrastructure bill under Biden administration | Companies |
| | 2. Cyclical, commodity-style business linked |
| | strongly to ups and downs of the economic |
| | cycle |
| Social | Technological |
| 1. COVID-19 drop income levels caused North | 1. Security breaches or significant disruptions |
| America and Europe to recover at the least | of information technology systems |
| pace in the demand for below-grade | 2. Review of processes and data practices in |
| waterproofing. | accordance with GDPR |
| 2. COVID-19 changing consumer preferences in | 3. Company solving customer's material |
| the way of their expenditure | application problems through highly |
| | automated installations |
| Legal | Environmental |
| 1.Risk of inadequate intellectual property laws | 1.Environmental Awareness in gaming |
| 2.Increasing laws for regulating the operating | industry |
| sector | |
| 3.Increased regulatory scrutiny on content | |

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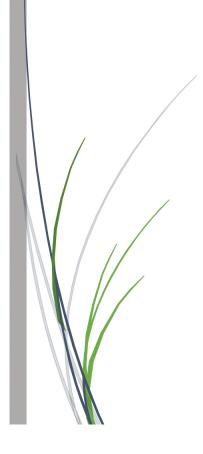


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