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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 Inc's 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
<ul style="list-style-type: none"> <li>1.Broad distribution and reach</li> <li>2.Strong product portfolio of leading mobile gaming franchises</li> <li>3.Strategic partnerships and acquisitions</li> <li>4.Digital revenue streams more recurring and providing relatively higher profit margins</li> <li>5.Skilled labour force and recognized for positive work culture</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependence on a few products</li> <li>2.Reliance on third-party platforms</li> <li>3.Seasonality in sale increases risk</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Differentiated experience using latest technology</li> <li>2.Increased user activity due to ongoing pandemic</li> <li>3.Growth in interactive entertainment including mobile gaming</li> <li>4.Opportunities to expand franchises outside of games</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing importance of free-to-play games</li> <li>2.Effectively manage growth and business complexity</li> <li>3.Impact of Technological Innovation</li> <li>4.High competition in the industry</li> <li>5.Piracy a persistent problem for the gaming industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Carlisle Companies is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1. Possibility of multi trillion-dollar infrastructure bill under Biden administration</li> </ol>	<ol style="list-style-type: none"> <li>1. Brexit would increase the costs for Carlisle Companies</li> <li>2. Cyclical, commodity-style business linked strongly to ups and downs of the economic cycle</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1. COVID-19 drop income levels caused North America and Europe to recover at the least pace in the demand for below-grade waterproofing.</li> <li>2. COVID-19 changing consumer preferences in the way of their expenditure</li> </ol>	<ol style="list-style-type: none"> <li>1. Security breaches or significant disruptions of information technology systems</li> <li>2. Review of processes and data practices in accordance with GDPR</li> <li>3. Company solving customer's material application problems through highly automated installations</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1. Risk of inadequate intellectual property laws</li> <li>2. Increasing laws for regulating the operating sector</li> <li>3. Increased regulatory scrutiny on content</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental Awareness in gaming industry</li> </ol>

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