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DOW INC SWOT & PESTLE ANALYSIS

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Company Name : Dow Inc

Company Sector : Chemical Industry

Operating Geography : United States, North America, Global

About the Company : Dow Inc. (The Dow Chemical Company) is an American multinational chemical corporation headquartered in Midland, Michigan, United States. It is a subsidiary of Dow Inc. and is among the three largest chemical producers in the world. In 2017, the company merged into DowDuPont and in 2019, Dow Inc. was separated into a public company through a corporate spin-off. Dow manufactures plastics, chemicals and agricultural products. The company is a member of the American Chemistry Council and its tagline is “Seek Together”. In early 2021, the company employed around 35,700 people in 160 countries. Dow is known as the “chemical companies’ chemical company” as its sales are to other industries rather than directly to end-use customers.

Dow’s Unique selling proposition lies in being the ‘Leader in the high value science driven segment’. Dow’s mission statement reads, “We want to become the most innovative, customer centric, inclusive and sustainable materials science company in the world. Our goal is to deliver value growth and best-in-class performance.”

Revenue :

\$ 38.5 billion - FY ending 31st December 2020

\$ 42.9 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Dow Inc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Highly diversified product portfolio serving various sectors 2.Leading producer of polyethylene as packaging material and for industrial usage 3.Leading producer of polyurethanes 4.Strategic JVs and standalone presence with companies based in oil producing regions 5.A true global conglomerate in the chemical industry 	<ul style="list-style-type: none"> 1.History of involvement in emission violations 2.History of serious hazards to life reflects lackluster attitude towards EH&S compliances 3.Low valuations lead to demergers of the large conglomerate of the chemical industry 4.History of layoffs and shutdowns signifies improper planning and lack of long term objectives
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth prospects of the coating industry 2.Growth prospects of polyethylene as multi utility material 3.Discovery of large shale gas reserves in US provides abundance of raw material 	<ul style="list-style-type: none"> 1.LLDPE poses a potential threat to replace LDPE 2.Impact of steep rise of bioplastics consumption 3.Threat to facilities in the cyclone prone US coastal regions 4.Stiff competitions on sustainability from paper, metal and glass as packaging

PESTLE Analysis :

The PESTLE Analysis for Dow Inc is given below:

Political	Economical
1.Governments banning plastic bags concerning pollution 2.Impact of US China Trade War on the American chemical industry	1.Effect of fluctuation of oil prices on Dow 2.Impact of Covid-19 on earnings and future plans
Social	Technological
1.Acceptance of plastic as an efficient packaging material 2.Novel shift to e-commerce for mass usage in the post Covid era leading to growth of the packaging industry	1.Digitisation unravelling the growth prospects through e-commerce and e-manufacturing 2.Role of polymers in the development of 5G infrastructure
Legal	Environmental
1.Strict EH&S compliances in the industry 2.Stringent chemical industry specific regulations for the security of products and facilities 3.Compliance to keep business ceased in US sanctioned states	1.Need of innovation driven increment in the cyclicity of plastic products 2.Biodegradable plastic rising as alternative to synthetic plastic

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