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COMMERCIAL METALS COMPANY SWOT & PESTLE ANALYSIS

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Company Name : Commercial Metals Company

Company Sector : Metals, Steel

Operating Geography : United States, North America, Global

About the Company : Commercial Metals Company is a steel and metal producing company. It is headquartered in Irving, Texas. In 1915, the company was formed by Jacob Feldman as a scrap trading company. Later, Owen Steel Company was acquired by Commercial Metals Company in 1994. The company has 2 electric arc furnace steel mills in Arizona and Oklahoma and it is also the owner of 7 electric arc furnace steel minimills in California, Alabama, Florida, New Jersey, Tennessee, South Carolina and Texas, and a mill in Zawierci, Poland which is engaged in recycling and fabrication facilities. Its mills produce long products manufactured in steel, inclusive of rebar, angles, channels, flats, rounds, squares, pipe, wire rod and other special sections. The company utilizes latest innovation in steel-making technology using a continuous process of EAF micro mills in their production which is the cleanest and most energy-efficient steelmaking process available currently. The company's steel is utilized in various applications comprising of construction, infrastructure, manufacturing, agriculture service centers and fabrication businesses. The company has around 11,500 employees working for it as of early 2021.

Commercial Metals Company's Unique Selling Proposition or USP lies in it being the first steelmakers in the world to successfully operate technology of EAF micro mills and to produce highest quality products. Commercial Metals Company's mission statement reads, "We are a global metals company committed to delivering industry-leading customer service, providing an environment where our employees can succeed, improving our communities and creating value for our investors".

Revenue :

\$ 5.829 billion – FY ending 31st December, 2019 (Y-o-Y growth 25.54%)

\$ 4.643 billion – FY ending 31st December, 2018

SWOT Analysis :

The SWOT Analysis for Commercial Metals Company is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1. Wide product mix and global operations serves U.S. demand for steel products 2. Leader in concrete reinforcement products. 3. Strong financial and liquidity position. 4. Started production of spooled rebar and is leading the market. 5. Established vertically integrated business model | <ul style="list-style-type: none"> 1. Slow digital transformation and lack of cybersecurity. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Venturing into e-commerce can be a game changing initiative. 2. Expanding its European operations 3. Growth in demand of green steel can help increasing market share. | <ul style="list-style-type: none"> 1. Steel industry is being impacted due to volatile fossil fuel price. 2. Economic slowdown followed by pandemic is posing a threat. 3. Rising demand of steel substitutes has been impacting market share 4. Competition with international scrap metal processors and primary nonferrous metal producers |

PESTLE Analysis :

The PESTLE Analysis for Commercial Metals Company is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <p>1.USMCA replacing NAFTA will end benefiting US steel manufacturers.</p> <p>2.US China trade war has left dent on steel industry</p> | <p style="text-align: center;">Economical</p> <p>1.Lowering demand and economic slowdown has impacted negatively.</p> <p>2.Volatile price of raw materials and fossil fuel in global market.</p> <p>3.US government intervention gives the biggest push to steel industry.</p> |
| <p style="text-align: center;">Social</p> <p>1.Urbanization results in industrial enterprise and contrariwise</p> | <p style="text-align: center;">Technological</p> <p>1.Leader in technology and innovation making firm the first producer of spooled product</p> <p>2.Driving innovation through digital transformations</p> |
| <p style="text-align: center;">Legal</p> <p>1.Iron and Steel industry has been impacted by NESHAP rule.</p> <p>2.American steel association pressurizing for tougher trade laws.</p> | <p style="text-align: center;">Environmental</p> <p>1.Combating climate change through waste management and controlling degradation.</p> |

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