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SAINT-GOBAIN SWOT & PESTLE ANALYSIS

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Company Name : Saint-Gobain

Company Sector : Construction, Building Materials

Operating Geography : France, Global

About the Company : Saint-Gobain, founded in 1665, is a French multinational company, specializing in the industry of Building Materials. Its product portfolio includes construction materials, production and retail, glass, ceramics, plastics, abrasives, packaging and gypsum plaster boards. Saint-Gobain, the global leader for habitat, creates and delivers innovative and high-performance solutions to the growing energy-efficiency and environment markets. This French multinational corporation, has its headquarters located in Les Miroirs in La Defense and in Courbevoie. Saint-Gobain is organized into three major Sectors: Building Distribution, Construction Products and Innovative Materials. The company employs more than 170,000 people as of early 2021.

Saint-Gobain's USP or unique selling proposition lies in being a conglomerate having a rich history of over 350 years which is proud to help create great living places the world over through industrial and distribution businesses, and improve daily life for everyone. Saint-Gobain's mission statement reads "Design, produce and distribute materials and solutions that are key ingredients in the well-being of each of us and the future of all."

Revenue :

42,573 million - FY ended Dec 31st 2019 (year-on-year growth of 1.91%)

41,774 million - FY ended Dec 31st 2018

SWOT Analysis :

The SWOT Analysis for Saint-Gobain is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Unique portfolio of products and solutions 2.Strong branding and marketing exercises 3.Providing sustainable solutions across industries 4.Innovation in high end technologies 5.Strong brand equity across the globe 	<ul style="list-style-type: none"> 1.Accusations of environmental pollution and contamination
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leveraging innovating techniques such as 3D printing, BIM and robotics 2.Growth potential in emerging economies 3.Population growth and urban development 	<ul style="list-style-type: none"> 1.Economic Slowdown induced by Covid-19 outbreak 2.Strong competition in construction materials segment

PESTLE Analysis :

The PESTLE Analysis for Saint-Gobain is given below:

Political	Economical
1.Terrorism, civil unrest and political uncertainty across Europe, Middle East and Africa (EMEA)	1.Asia to be key market for Saint-Gobain with China growing fast and opportunities in Iran after ease of sanctions 2.Weak economic environment and significant negative exchange-rate effects
Social	Technological
1.Baby boomers to spur demand for an increase in need for villages	1.Digitization and robotics transforming manufacturing processes 2.Digital transformation to enable a seamless omnichannel experience
Legal	Environmental
1.Regulations related to noise pollution to boost acoustic insulation market	1. Promoting environmental sustainability

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