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NUFARM SWOT & PESTLE ANALYSIS

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Company Name : Nufarm

Company Sector : Agrochemical

Operating Geography : Australia, Global

About the Company : Nufarm is an agricultural chemical corporation with its headquarters in Melbourne, Australia. In 1956, Max Fremder established the company by selling phenoxy herbicides to professional spray applicators in regional Victoria and now it has over 2,100 product registrations and sells its goods in over 100 countries around the world. The company makes proxies, a form of herbicide that is used to control and eliminate broadleaved weeds. These products are made in facilities around the world, including Australia, England, Austria, and the Netherlands. For more than a century, the company has been transforming world-leading technological breakthroughs into local solutions to combat disease, weeds, and pests to improve the yields of its customers' crops. It is known for its customer service and hands-on support, collaborating with distributors to provide farmers with the best commodity for the job, allowing them to get more out of their ground. In April 2021, Nufarm announced that it has converted its current financial investment into agtech start-up CROP.ZONE to an equity stake, which will improve the partnership and collaboration between the two companies and add to Nufarm's growing portfolio of alternative solutions for farmers.

Nufarm's Unique Selling Point or USP lies in it being one of the world's leading creators and manufacturers of crop protection and seed technologies. The company's mission statement reads, " To be a world leader in innovative crop protection, T&O, and seed technology solutions. creates that trust. We are resourceful and adaptable in meeting the needs of our customers and our organisation. We respect others – colleagues, customers and stakeholders – and our environment".

Revenue :

A\$ 2,847.3 million - FY ending 31st July 2020 (y-o-y growth 6.5%)

A\$ 2,673.5 million - FY ending 31st July 2019

SWOT Analysis :

The SWOT Analysis for Nufarm is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. One of the global market leaders with operations spread across five continents. 2. Subsidiary Nuseed is a global innovator in seed technologies. 3. Supply chain excellence and channel partnerships leading to strong business model 	<ol style="list-style-type: none"> 1.Both operations and sales are seasonal and heavily dependent on climatic factors
Opportunities	Threats
<ol style="list-style-type: none"> 1.Development of first land-based omega \u2013 3 seed likely to see huge demand once approved. 2.Launching of NUCROP with Crop.Zone will help secure organic weed control market. 3.The inclusion of Nuseed's Carinata as a renewable fuel feedstock by International Civil Aviation Organization (ICAO) will increase demand for the same. 4.Combining Asia and Australia- New Zealand operations will enhance supply chain and production efficiency. 5.New software usage in farming expected to positively impact research and development 	<ol style="list-style-type: none"> 1. Poor seasonal conditions in Europe and Asia may continue to affect revenue. 2.Supply chain issues expected to continue in 2021 and adversely affect distribution. 3.Regulations against Glyphosate use will harm revenue source. 4.Political tensions with China are hampering domestic production.

PESTLE Analysis :

The PESTLE Analysis for Nufarm is given below:

Political	Economical
1.High dependence on China for both demand and supply amid political tensions might prove detrimental	1.The Global Agrochemicals market is expected to reach USD 246.1 billion by 2025, at a CAGR of 3.5%. 2.Weak Australian dollar will affect earnings
Social	Technological
1.Public preference of organic crops will accelerate new pest control method adoption	1.Acceptance of genetically altered canola seed with omega 3 will affect operations and revenue. 2.Digital farming is a fast-developing field
Legal	Environmental
1.Intense regulatory scrutiny on use of Glyphosate will affect sales. 2.Volatile regulations regarding global acceptance of genetically modified (GM) crops	1.Increasing preference for renewable biofuel 2.Concerns regarding protecting oceans from overfishing will lead to acceptance of crop sources of omega 3

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