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SMURFIT KAPPA GROUP PLC SWOT & PESTLE ANALYSIS

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Company Name : Smurfit Kappa Group plc

Company Sector : Paper Based Packaging

Operating Geography : Ireland, Europe, Global

About the Company : The Smurfit Kappa Group plc, Europe's leading corrugated packaging company is headquartered in Dublin, Ireland. Along with being one of the leading paper-based packaging companies in the world, it is also listed on the London Stock Exchange. In 1934 it was established as a box-maker in Rathmines, Dublin. In 1938, it was acquired by Mr Jefferson Smurfit and in 1964, it was listed on the Irish Stock Exchange. It acquired a partial interest in Time Industries, which is a Chicago-based paper and packaging company, in the year 1974. The company thus grew under the leadership of the son of its founder, Sir Michael Smurfit, who became the Chief Executive of the company in 1977. In 1998, the company merged its 46%-owned US business, to form Smurfit-Stone Container Corporation with Chicago-based Stone Container Corporation. The main products and services of the company include specialization in manufacturing paper-based packaging, with a network of paper, recycling and forestry operations. It is also an integrated producer, with packaging plants sourcing the major part of their raw material requirements from its own paper mills. The company employs around 46,000 employees across 35 countries. The regional headquarters of the company are in Amsterdam and Miami. Smurfit Kappa has been awarded with the 18 EFIA Awards in 2020, and was recognised for its innovative packaging. The company's bright idea for packaging led to the achievement of the ScanStar Awards in 2019. It also won the top Latin America CSR Award for company transformation in the same year.

Smurfit Kappa's Unique Selling Proposition or USP lies in it being a FTSE 100 company along with being one of the leading providers of paper-based packaging in the world, having operations in over 30 countries. Smurfit Kappa's vision statement reads "Our vision is to be a globally admired business, dynamically delivering secure and superior returns for all stakeholders. How we do this, goes beyond dynamic business performance. We strongly believe in our responsibility to

our people, our environment and the countries in which we operate.”

Revenue :

9,048 million - FY ending 31st December 2019 (y-o-y growth 1.0%)

8,946 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Smurfit Kappa Group plc is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1. Market leader in packaging solutions in Europe and America 2. Providing unique blend of paper packaging solutions 3. Providing customer centric customized packaging solutions 4. Award winning innovation in packaging 5. Efficient usage of finances to increase profitability 6. Sufficiently immune to economic downturns | <ul style="list-style-type: none"> 1. Alleged involvements in anti- competitive acts 2. Absence in emerging markets |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Growing e-commerce promotes paper packaging 2. High demand of packaging material in pharmaceutical and healthcare sector 3. Rise of demand for anti-Covid solutions | <ul style="list-style-type: none"> 1. Light weight plastics still preferred over corrugated cardboards 2. Poor recycling leading to more issues than benefits of paper packaging |

PESTLE Analysis :

The PESTLE Analysis for Smurfit Kappa Group plc is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Uncertainty of Brexit on business 2.Venezuela units seized by the government | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Effect of Covid on packaging industry |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Involving of customers in product development 2.Brand awareness through social work 3.Rising awareness of consumers towards eco friendly packaging | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Innovative integrated model to increase production with sustainability |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Compliances to produce paper packaging solutions 2.Anti trust regulations affecting business | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Providing sustainable packaging solutions 2.Supporting customers to reach sustainability goals 3.Initiatives to reduce carbon footprint |

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