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EVRAZ PLC SWOT & PESTLE ANALYSIS

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Company Name : Evraz plc

Company Sector : Steel, Metals and Mining

Operating Geography : United Kingdom, Europe, Global

About the Company : Evraz plc is a British multinational vertically mining and steel making company. It is headquartered in London, United Kingdom. It has its operations mostly in Russia, but has its offices in Ukraine, Kazakhstan, Czech Republic, Italy and United States. In 1992, the company was formed as a small metal-trading business. The company is holding high self sufficiency in iron ore and excess coking coal production. It also controls logistics assets and engages in some metal trading. EVRAZ Steel segment utilizes locally sourced raw materials to produce steel products and sells it for construction projects and domestic infrastructure while considering the approach of exports. The company's vanadium business deals with processing vanadium slag from steel making operations. It's coal segment supplies raw materials for EVRAZ's steel mills, supplies coking coal to crucial domestic coke and steel producers, exports its products to overseas customers. Evraz Group's North America Steel segment's focal point is on premium markets in the Western US and Canada, contributing high value-added products comprising infrastructure steel, rails, large diameter pipes and oil country tabular goods. In fiscal 2020, the company aims at introducing new profiles in structural product range, maximize its internal coal supplies and increase its shipments through ports in Asia. EVRAZ Group has been awarded the 'Best Annual Report' award among foreign companies.

EVRAZ Group's Unique Selling Proposition or USP lies in it being one of the largest participants in the domestic coking coal market through its affiliates. The company believes that business sustainability is associated with the prosperity of the regions where it operates and the satisfaction of local communities which it supports through social and improvement programmes.

Revenue :

US\$ 11,905 million – FY ending 31st December, 2019 (Y-o-Y decline 7.25%)

US\$ 12,836 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Evraz plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in infrastructure steel products. 2. Largest coking coal producer in Russia and leading market player globally 3. Strong operational presence across globe. 4. Continuous investment in development and new projects. 5. Evraz Business System focuses on continuous operational improvements. 	<ul style="list-style-type: none"> 1. Weaker demand across product segments in NA.
Opportunities	Threats
<ul style="list-style-type: none"> 1. Venturing into e-commerce can be a game changing initiative. 2. Growth in demand of green steel will increase market share. 	<ul style="list-style-type: none"> 1. Economic slowdown followed by pandemic is posing a threat. 2. Steel substitutes and increased demand has been impacting market share.

PESTLE Analysis :

The PESTLE Analysis for Evraz plc is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.US China trade war has lowered the limit of steel and coking coal export. 2.Brexit or no-deal Brexit will damage steel industry. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Lower GDP of Russia is the concerning factor. 2.Lowering demand in market and economic slowdown has impacted negatively.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Urbanization leads to industrialization growth and vice versa. 2.Industries and consumers have inclination towards clean and green fuel. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Incorporating Evraz Business System to achieve agile approach and optimization. 2.Advanced analytics and digital centre are transforming operations across sites.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Compliant with Modern slavery act with rapidly changing landscape. 2.UK tax regulations have been adopted by the group. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Combating climate change through reduction in greenhouse gas and air emissions. 2.Water treatment and air treatment technologies adopted. 3.Continuous engagements with local bodies and families of employees to organize environmental campaigns.

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