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STEEL DYNAMICS, INC. SWOT & PESTLE ANALYSIS

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Company Name : Steel Dynamics, Inc.

Company Sector : Mining and Metal

Operating Geography : United States, North America, Global

About the Company : Steel Dynamics Inc. is a steel manufacturer company. It is headquartered in Fort Wayne, Indiana. In 2019, the company had 8,385 employees. In 1993, Steel Dynamics was established by three former executives of Nucor, and began its production in flat roll mill in Butler, Indiana in 1996. The Company reported its first annual profit in 1997. The products offered by Steel Dynamics includes Wide-Flange, Standard, and M-beams. Web height from 4 to 36 inches, H-piling, Rail, Structural shapes, Angles, Rebar, Guardrail posts/solar beams, Industrial truck components, Mine rail/crane rail, Truck trailer cross members, Merchant sections, Flat bar. The company buys and sell nonferrous scrap, which involves precious metals, aluminium, copper, electronic scrap(e-scrap), stainless, alloys, and tool metals, as well as recover nonferrous metals from its shredding operations. It also operates facilities converting nonferrous scrap into forms useful to industry, such as secondary aluminium alloys and copper, bronze, and stainless steel in a variety of forms. In 2020, Steel Dynamics is reported to provide Tesla's Cybertruck steel from its Sinton plant in Texas. Steel dynamics plant which costs 1.7 billion dollar, is under construction in Sinton and is supposed to be up and running by the Fall of 2021. The company was awarded "2020 Global Steel Producer of the Year" during the Fastmarkets Global Awards for Steel Excellence ceremony in July, 2020.

Steel Dynamics Inc. 's Unique Selling Proposition or USP lies in it being one of the most profitable American steel companies in terms of profit margins and operating profit per ton. Steel Dynamics Inc. 's mission statement reads, “To meet or exceed customer service expectations with regard to quality, service and price; to be a world-class supplier by continually improving our processes, equipment and systems; to provide a safe working environment for all employees; and to continue to enhance the skills of our employees through ongoing training and education.”

Revenue :

\$ 10.465 billion – FY ending 31st December 2019 (Y-o-Y decline 11.47%)

\$ 11.822 billion – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Steel Dynamics, Inc. is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Lowest cost steel producer in the region 2.Leader in diversified premium and value-added end products 3.Strong financial and liquidity position 4.Steel fabrication and recycling are making huge contribution to revenue 5.Vertically connected businesses and pull-through volume advantage 6.100% of steel produced with electric-arc-furnace technology | <ul style="list-style-type: none"> 1.Slow digital transformation and lack of cybersecurity 2.Non-operational sites are incurring cost and impacting profit margin |
| 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 can help increasing market share 3.Strategic downstream capacity expansion to drive growth | <ul style="list-style-type: none"> 1.Economic slowdown followed by pandemic is posing a threat 2.Steel industry is being impacted due to volatile fossil fuel price 3.Rising demand of steel substitutes has been impacting market share |

PESTLE Analysis :

The PESTLE Analysis for Steel Dynamics, Inc. is given below:

| | |
|---|--|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.US China trade war has left dent on steel industry. 2.USMCA replacing NAFTA will end benefiting US steel manufacturers. 3.Steel industry in US is lobbying for Trump in presidential elections. | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Volatile price of raw materials and fossil fuel in global market. 2.Lowering demand and economic slowdown has impacted negatively. 3.US government intervention gives the biggest push to steel industry. |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Urbanization leads to industrialization and vice versa. | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Driving innovation across all operational sites and departments to gain optimization 2.Electric arc furnace (EAF) technology to increase sustainability and efficiency |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Iron and Steel industry has been impacted by NESHAP rule. 2.American steel association pressurizing for tougher trade laws. | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Iron and Steel industry has been impacted by NESHAP rule. 2.American steel association pressurizing for tougher trade laws. 3.Reduction in Greenhouse gas emissions to combat climate change. |

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