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## BALL CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Ball Corporation

**Company Sector :** Aluminum Packaging, Aerospace Services

**Operating Geography :** United States, North America, Global

**About the Company :** Ball Corporation is an American company headquartered in Broomfield, Colorado. It was founded in 1880 by Edmund Ball and Frank Clayton Ball. The company is a provider of metal packaging for beverages, foods and household products, and of other technologies and services to commercial and governmental customers. As of 2020, the company has employed more than 18,300 people worldwide. Its commercial and marketing teams have developed innovative products that help its customers distinguish their brands with inventive, functional and eye-catching cans. Ball manufactures billions of aluminium packaging products and a handful of highly specialized aerospace systems each year. Ball's Aerosol Packaging business has developed ReAl®, a lightweight alternative to standard aluminium used in aerosol can manufacturing. Ball Corporation's aluminium cup has been recognized in Fast Company's 2020 World Changing Ideas Award with an honourable mention in consumer products category. The company has also received the prestigious 2020 Martin Luther King Jr. Business Award. Ball Corporation mission and vision statement reads, "Your mission is our mission. From our first aluminium can and beyond, we've kept the same vision to help you be successful." Ball Corporation's unique selling proposition or USP lies in it being an established leader in aerospace technology with a global reach and unmatched expertise.

**Revenue :**

\$ 11,781 million - FY ending 31st December 2020 (y-o-y growth 1%)

\$ 11,665 million - FY ending 31st December 2019 (y-o-y growth 4.6%)

\$ 11,151 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Ball Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Unique offerings of products and services</li> <li>2.Strong financials through well defined vision of growth</li> <li>3.Leadership in aerospace products and services</li> <li>4.Leadership in aluminum packaging solutions</li> <li>5.Strong focus on innovation and R&amp;D in business</li> </ul>	<ul style="list-style-type: none"> <li>1.Betting high on a single product</li> <li>2.Dependence on smaller number large customers</li> <li>3.Dependence on US government in aerospace business</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing attraction for sustainable packaging</li> <li>2.Exploring the unexplored space through aerospace innovations</li> <li>3.Major addressable market for Ball aluminum cups</li> </ul>	<ul style="list-style-type: none"> <li>1. Multidimensional competition across business segments</li> <li>2.Risks related to the breach of cyber security</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Ball Corporation is given below:

Political	Economical
1.Restriction of aluminum import in USA	1.Dependence on prices of aluminum 2.Downturn of the European economy 3.Nature of aerospace business of Ball Corporation
Social	Technological
1.Increase in environment conscious customers	1.Aluminum packaging against other means of packaging 2.Requirement of development of aerospace technology
Legal	Environmental
1.Aluminum packaging demand increasing due to sustainability compliances 2.Uncertainty in the usage of BPA	1.Dependence on seasonality on sales 2.Enhancing sustainability through space

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