

## ***Air Products & Chemicals***

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

### ***Air Products & Chemicals***

Air Products and Chemicals (Air Products) is engaged in the production of chemicals, industrial gases, and related equipment for healthcare, technology, energy, and industrial markets. The company operates in the US, Canada, Latin America, Europe, and Asia. It is headquartered in Allentown, Pennsylvania and employs about 20,600 people.

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### **Strengths, Weaknesses, Opportunities and Threats (SWOT)**

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
<b>Internal</b>	<b>Strengths</b> <ul style="list-style-type: none"> <li>➤ Wide customer base</li> <li>➤ Diversified geographic presence</li> <li>➤ Steady growth in revenue and operating profit</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Litigations</li> <li>➤ Substantial debt</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Acquisitions</li> <li>➤ Expansion in Europe, Russia, China, and Japan</li> <li>➤ Contracts with Exxon Mobil</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Strong competition</li> <li>➤ Risks associated with conducting business outside the US</li> <li>➤ Impact of natural disasters</li> <li>➤ Economic or industry downturns</li> </ul>

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