

Allegheny Technologies

“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.”

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Allegheny Technologies Incorporated (ATI) is a leading manufacturer of specialty metals for global markets. The company’s product portfolio comprises high performance metals, flat-rolled products and engineered products. Some of its products include stainless steel, specialty steels, nickel, cobalt and titanium based alloys; niobium and zirconium based super alloys; and tungsten materials. The company primarily operates in the US and Europe. It is headquartered in Pittsburgh, Pennsylvania and employs about 9,700 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none"> ➤ Diversified end-markets ➤ Continued strong performance of high performance metals division ➤ Steady financial performance 	Weaknesses <ul style="list-style-type: none"> ➤ Dependence on third parties for critical raw materials ➤ Legal proceedings ➤ Geographic concentration of revenues
External	Opportunities <ul style="list-style-type: none"> ➤ Strategic investment in ATI's Flat-Rolled Products segment ➤ Launch of a new specialty armor steel for the US and international defense markets 	Threats <ul style="list-style-type: none"> ➤ Economic slowdown in the US ➤ Environmental regulations ➤ Intense competition

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