

Ashland Inc

“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.”

Ashland Inc

Ashland is a diversified chemical company that provides products, services, and solutions in more than 100 countries worldwide. It is headquartered in Covington, Kentucky and employs about 11,900 people.

Ashland Inc

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none"> ➤ Broad product offerings and services ➤ Extensive manufacturing facilities and distribution network ➤ Strong brand portfolio of Valvoline 	Weaknesses <ul style="list-style-type: none"> ➤ Market concentration ➤ Lack of scale ➤ Restrictive covenants in Ashland's new credit facilities
External	Opportunities <ul style="list-style-type: none"> ➤ Acquisitions to fuel growth ➤ Joint venture with Sud-Chemie ➤ Demand for environmental services 	Threats <ul style="list-style-type: none"> ➤ Intense competition ➤ Environment regulations ➤ Economic or industry downturns

www.