

Ball Corporation

“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.”

Ball Corporation

Ball Corporation (Ball) is a provider of metal and plastic packaging used widely in the beverages, foods and household products, aerospace and other industries. Ball also provides services to commercial and governmental customers. The company operates in Europe, Asia, Canada, Puerto Rico and the US. It is headquartered in Broomfield, Colorado and employs 10,400 people.

Ball Corporation

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none">➤ Wide product offerings➤ Strong top line growth	Weaknesses <ul style="list-style-type: none">➤ Customer concentration
External	Opportunities <ul style="list-style-type: none">➤ Growing global beverage industry➤ New contracts	Threats <ul style="list-style-type: none">➤ Unionized labor force➤ Pending lawsuits➤ Stringent environmental regulations

www.YouSignal.com