

Bemis Company

“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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Bemis Company (Bemis) is a manufacturer of flexible packaging products and pressure sensitive materials. These products are sold primarily to customers in the food industry. The company primarily operates in the US. It is headquartered in Neenah, Wisconsin and employs 15,700 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">➤ Strong business operations➤ Strong operating cash flows	Weaknesses <ul style="list-style-type: none">➤ Weak operating performance➤ Employee post retirement benefits
External	Opportunities <ul style="list-style-type: none">➤ Growing US container and packaging industry➤ Opportunity in healthcare industry in the US➤ Capital expenditure	Threats <ul style="list-style-type: none">➤ Economic slowdown➤ Intense competition in the flexible packaging segment

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