

## ***Cemex S.A.B. de C.V. Series CPO***

“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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Cemex is one of the largest building solutions companies in the world that produces, distributes, and markets cement, ready-mix concrete, aggregates, and related construction materials. The company primarily operates in the Americas, Europe, Africa, the Middle East, Asia, and Australia. It is headquartered in Nuevo Leon, Mexico and employs about 63,681 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>➤ Strong market position</li> <li>➤ Wide geographic presence</li> <li>➤ Robust revenue growth</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Increasing indebtedness</li> <li>➤ Weak margins</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Acquisition of Rinker</li> <li>➤ Resolution of trade restrictions</li> <li>➤ Strong growth in the Mexican construction market</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Intense competition</li> <li>➤ Stringent environmental regulations</li> <li>➤ Declining US construction sector</li> </ul>

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