

DuPont SWOT Analysis

“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.”

DuPont

E.I. du Pont de Nemours & Company (DuPont) is a US-based technology and science company offering a diverse range of products and services for various markets, including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation, and apparel. DuPont has strong research and development capabilities. The number of US patents granted has increased more than 50% for DuPont’s five growth platforms and embryonic businesses. In 2007, the company was granted about 600 US patents and about 1,500 international patents. However, slowdown in the US economy and the European Union would depress revenue growth and reduce margins of DuPont.

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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"> ➤ Leading market position ➤ Strong R&D capabilities ➤ Diversified revenue stream 	Weaknesses <ul style="list-style-type: none"> ➤ Administrative action ➤ Legal proceedings
External	Opportunities <ul style="list-style-type: none"> ➤ Technological advancements ➤ Growing photovoltaic (PV) solar energy market ➤ Aging global population and increasing healthcare spending ➤ Expansion of Animal Health Solutions ➤ Business in Asia 	Threats <ul style="list-style-type: none"> ➤ Economic slowdown in the US and the European Union ➤ Risks associated with conducting business outside the US ➤ Environmental regulations