

Kimberly-Clark 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.”

Kimberly-Clark Corporation

Kimberly-Clark Corporation (Kimberly-Clark) is a global health and hygiene company offering personal care and consumer tissue products. The company's products are sold under brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. The company has manufacturing facilities in 38 countries and its products are sold in more than 150 countries across the world. The company primarily operates in North America. It is headquartered in Dallas, Texas and employs 53,000 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	<p>Strengths</p> <ul style="list-style-type: none"> ➤ Strong brand recognition enhances consumer loyalty ➤ Diversified business portfolio helps to cater multiple markets and provides sustainable revenue growth ➤ Continuous strong performance of the personal care segments supports top-line growth 	<p>Weaknesses</p> <ul style="list-style-type: none"> ➤ Geographic and customer concentration increases business risk ➤ Lack of scale compared with key competitors
External	<p>Opportunities</p> <ul style="list-style-type: none"> ➤ New acquisitions and alliances would support the company's global business plan strategy ➤ Increasing preference for organic and natural personal care products ➤ New product launches would enhance competitive advantage 	<p>Threats</p> <ul style="list-style-type: none"> ➤ Economic conditions in the US and Europe likely to affect the company's business ➤ Intense competition could have an adverse effect on its financial results ➤ Unsatisfactorily performance of third party could impact operations of the

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