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BOLIDEN AB SWOT & PESTLE ANALYSIS

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Company Name : Boliden AB

Company Sector : Metals and Mining

Operating Geography : Sweden, Europe, Global

About the Company : Boliden is a Swedish company founded in 1931 with headquarters at Stockholm, Sweden. It is engaged in metal mining, smelting, exploration and recycling of metals. It focuses on the production of copper, zinc, lead, gold, silver, sulphuric acids, concentrates and by-products. The company operates in two segments Smelters and Mines. Boliden is among the world's ten biggest zinc producers and a top copper producer in Europe. It is one of the first companies in the world to launch Green Copper which consist two products: low-carbon copper and recycled copper. Boliden collaborates with Nordic technology and engineering companies to leverage modern technologies and innovation in its production process. As of early-July 2021, the company has approximately 6,101 employees in its marketing offices situated in Stockholm, Germany, England and Denmark. For four consecutive years, Boliden has been recognised as a Career Company by the jury.

Boliden's unique selling proposition or USP lies in being one of the world's largest producers of zinc. Boliden's mission statement states "To provide the metals essential to improve society for generations to come." The company's vision is "To be the most climate friendly and respected metal provider in the world." The company's core values revolve around care, courage, responsibility and strategy.

Revenue :

SEK 56,321 million – FY ending 31st December 2020

SEK 49,936 million – FY ending 31st December 2019

SEK 52,454 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Boliden AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Industry leader in terms of sustainable metal production 2. Leading producer of base metals - The building blocks of modern society 3. Substantial producer of precious metals, concentrates & other products 4. High levels of investments in explorations and project improvements 5. Strong focus on achieving Financial targets: 6. World's leading zinc mining and smelting company: 7. High stability from smelters 	<ul style="list-style-type: none"> 1. Accused of dumping toxic waste in Chile affecting 800+ villager's health
Opportunities	Threats
<ul style="list-style-type: none"> 1. Selective acquisitions driving growth opportunities 2. Copper playing a significant role in the development of society 3. Infrastructure development and urbanization to drive growth 	<ul style="list-style-type: none"> 1. Exposed to Health and safety risks of workers throughout the dangerous mining process

PESTLE Analysis :

The PESTLE Analysis for Boliden AB is given below:

Political	Economical
1.Evolution of mining industry in BRICS countries impacting the metal market and pricing	1.Fluctuations in metal prices and foreign exchange rates 2.Metal demand proportional to global economic growth
Social	Technological
1.Growing population driving demand for metal 2.Urbanization, economic growth and infrastructure development an upward trend 3.Competition for skilled labor increasing in key markets	1.Technological innovations in mining and smelting 2.Leveraging 5G underground network to increase productivity and safety
Legal	Environmental
1.Mining business highly governed by Dam safety laws	1.Circular Economy shaping mining industry 2.Sustainable metal production for the development of future societies 3.Proactive environmental initiatives

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