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## ARCELORMITTAL SWOT & PESTLE ANALYSIS

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**Company Name :** ArcelorMittal

**Company Sector :** Steel Manufacturing and Mining

**Operating Geography :** Europe, Global

**About the Company :** ArcelorMittal is the world's largest steel producer. It has headquarters in Luxembourg. It was formed from the merger and takeover of West European steelmaker Arcelor by the Indian owned Mittal Steel in 2006 for a sum of \$33 billion. The total number of employees engaged in this company are 219,000 (2015).

**Revenue :**US 65.196 \$ billion FY ending December 2015

## SWOT Analysis :

The SWOT Analysis for ArcelorMittal is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Global leader</li> <li>2.Research &amp; Development</li> <li>3. Geographic diversity</li> <li>4.Diverse market portfolio</li> <li>5.Vertical integration</li> </ol>	<ol style="list-style-type: none"> <li>1.High indebtedness</li> <li>2.Closing down of operations</li> <li>3.Lower realizations from mining operations</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Deleveraging of assets</li> <li>2.Increasing demand in growing economies</li> <li>3.Government policies to prevent dumping</li> </ol>	<ol style="list-style-type: none"> <li>1.World economy is still under recessionary effects</li> <li>2.Increased production from China</li> <li>3.Increasing input prices</li> <li>4.Global investment remains weak</li> <li>5.Intense competition</li> </ol>

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