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CLEVELAND-CLIFFS INC SWOT & PESTLE ANALYSIS

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Company Name : Cleveland-Cliffs Inc

Company Sector : Mining & Steel

Operating Geography : United States, North America

About the Company :

Cleveland-Cliffs Inc. is a company that specializes in mining and natural resources along with the production of iron ore and steel is a significant provider of automotive-grade steel and North America's largest flat-rolled steel¹² producer. Its main office is in Cleveland, Ohio³, where it was established in 1847. They have the scale and technological ability to control a steel market that is becoming more and more quality focused. They have complete vertical integration, which gives them unrivalled control over the dependability and calibre of their supply chain, from the mining of raw materials to primary steelmaking to downstream stamping, tooling, and tubing. They finished building the most cutting-edge direct reduction facility in 2020. Hot briquetted iron (HBI), an eco-friendly substitute for scrap and imported pig iron used in the steelmaking process, is produced by this natural gas-powered factory. Its Toledo plant is the world's most cutting-edge, effective, and green Direct Reduction Plant. A sophisticated manufacturing and engineering services firm, Cleveland-Cliffs Tooling and Stamping, a Cleveland-Cliffs subsidiary, specializes in creative designs, hot and cold stamping, as well as intricate modular assembly and finishing choices. Their incredibly gifted tactical specialists have a history of creating tools that other manufacturers think is impractical. In 2023, it ranked 170 on the Fortune 500 list with 27,000 number of employees.

Cleveland Cliffs Inc.'s USP is that it can control its production from upstream mining to downstream stamping and tubing, giving it a competitive advantage over other steelmakers who source a larger percentage of their steelmaking raw materials from outside sources.

Revenue :

US\$ 22,989 million - FY ending 31st December 2022 (y-o-y growth 12.45%)

US\$ 20,444 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Cleveland-Cliffs Inc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong market position as largest supplier of automotive-grade steel in the U.S. 2.Diversified product portfolio catering to 4 end markets. 3.Vertical integrated from mined raw materials to finished products providing cost predictability & supply chain control. 4.First mover advantage for few products in U.S electrical steels segment. 5.Strong revenue generation from the past 2 years 	<ul style="list-style-type: none"> 1.Revenue generation is heavily reliant on the U.S market, almost equal to 92%. 2.Limited geographical diversification with a focus on North America.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Infrastructure policy by U.S government could lead to an increase in sales. 2.Increasing demand for steel in many sectors gives global expansion opportunities. 3.Enhance ESG practices to attract investors due to the increasing focus on ESG issues. 	<ul style="list-style-type: none"> 1.Substitutes could reduce the demand for steel & scrap materials which will impact sales. 2.Exposed to commodity price volatility, which can have a significant impact on its revenues & profitability.

PESTLE Analysis :

The PESTLE Analysis for Cleveland-Cliffs Inc is given below:

<p style="text-align: center;">Political</p> <p>1.Geopolitical tensions between the US & China may disrupt, delay, or increase costs for critical supplies & raw materials.</p> <p>2.Leverage the U.S administration's infrastructure push for higher steel production and sales.</p>	<p style="text-align: center;">Economical</p> <p>1.The recent surge in steel prices can positively impact revenues.</p> <p>2.Higher input & energy costs & lower production volume led to higher costs due to inflationary pressures.</p>
<p style="text-align: center;">Social</p> <p>1.Shift towards EVs & energy-efficient products can help expand product offerings & grow the market share.</p> <p>2.Mining industry faces aging workforce & retirement challenges, impacting long-term talent attraction & retention.</p>	<p style="text-align: center;">Technological</p> <p>1.Risk of cyberattacks from Russia or China puts IT systems in danger of breaches or damage</p> <p>2.Automation & AI can boost operational efficiency & cut labor costs.</p>
<p style="text-align: center;">Legal</p> <p>1.New laws like IRA incentivizing clean energy investment boost demand for steel products</p>	<p style="text-align: center;">Environmental</p> <p>1.Developing clean hydrogen solutions to reduce carbon footprint & address the issue of climate change</p>

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