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NEWELL RUBBERMAID SWOT & PESTLE ANALYSIS

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Company Name : Newell Rubbermaid

Company Sector : Consumer Goods

Operating Geography : Global, United States

About the Company : Newell Brands is an American company that manufactures consumer and commercial products with a diverse range of brands. It was founded in 1903. Newell Rubbermaid acquired Jarden, together known as Newell Brands. Some of its famous brands are Parker, PaperMate, Calphalon, Dymo, First Alert, Yankee candles, Jostens to name a few across different segments like writing, food storage, home organization and kitchen appliances. It is head quartered in Hoboken, New Jersey, U.S. and has around 53,400 employees as of 2017.

Revenue :U.S \$ 13.26 Billion

SWOT Analysis :

The SWOT Analysis for Newell Rubbermaid is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Growth game plan 2.Diverse Product Portfolio 3.Acquisitions & Mergers 4.Focussed R&D 	<ul style="list-style-type: none"> 1.Lack of ecommerce presence 2.Dependence on suppliers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in Emerging Markets 2.Growth of eCommerce 	<ul style="list-style-type: none"> 1.Competitors 2.Market uncertainties

PESTLE Analysis :

The PESTLE Analysis for Newell Rubbermaid is given below:

Political	Economical
1.Trump administration	1.U.S. market growth
Social	Technological
1.Changing consumer preference towards online retail shopping	1.Development of design centres
Legal	Environmental
1.Change in tax laws and regulations	1.Uncertain weather conditions

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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