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## RIO TINTO GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Rio Tinto Group

**Company Sector :** Metals and Mining

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Rio Tinto Group is a British-Australian MNC in the field of metals and mining with primary focus on extraction though they also own refining subsidiaries. Established in 1873, the company is headquartered in London, UK. Half of the global assets of the company are housed in the Australian continent with headquarters in Melbourne and offices in Perth and Brisbane. It specializes in production of iron ore, bauxite, coal, alumina, aluminum, uranium, diamonds and salt in Australia. Rio Tinto is renowned for being a pioneer in the mining and metals industry. After undergoing a long series of mergers and acquisitions the company has become a global leader in the production of many commodities. The company majorly produces iron ore for steel, aluminum for automobiles and smart phones, copper for wind turbines, diamonds, titanium for household commodities, and borates for crops that feed the world. The company has its footholds in 36 countries, with 60 Operations & Projects, 37,000 Suppliers, 46,007 Employees, and nearly 2,000 Customers. In June 2022, Nano One® Materials Corp. and Rio Tinto entered into a strategic partnership that will provide iron and lithium products, collaborate, and invest US\$10 million into Nano One. A cleaner and more effective battery supply chain for the North American and international markets will result from this partnership and funding, which will hasten Nano One's multi-cathode (multi-CAM) commercialization strategy.

The USP or Unique Selling proposition of Rio Tinto sprawls in being the world's second largest metals and mining corporation, after BHP. Rio Tinto Mission Statement reads “We aim to deliver superior returns to our shareholders throughout the cycle by meeting our customers’ needs, allocating capital with discipline, and investing in high-quality projects and in industries with solid, long-term fundamentals.” Rio Tinto’s vision is “To provide Rio Tinto Group companies with competitive advantage by collaborating with business units to reduce their Total Cost of Ownership (TCO) in procured goods and services.”

**Revenue :**

US\$ 63.5 billion - FY ending 31st December 2021 (Y-O-Y growth of +42.37%)

US\$ 44.6 billion - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Rio Tinto Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Second largest miner in the world with world class and efficient technology</li> <li>2.Highly diversified company with economies of scale</li> <li>3.Strong capital discipline and consistent shareholder returns</li> <li>4.Workforce diversity and strong safety culture</li> <li>5.Strong partnerships with various companies to transform the value chain to fit the low carbon economy.</li> </ul>	<ul style="list-style-type: none"> <li>1.Poor mining practices and human rights' record of Rio Tinto leading to criticism</li> <li>2.Commodity wise revenue generation not uniform</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Aluminum's demand is slated to rise in future as a substitute to other metals</li> <li>2.Mine of the Future program with big data analytics to drive productivity</li> <li>3.Improve technological innovations in order to boost operations.</li> </ul>	<ul style="list-style-type: none"> <li>1.Weakening demands for iron ore and copper.</li> <li>2.Changing government regulations can lead to project cancellations.</li> <li>3.Communal protests or disruptions among the indigenous people can affect the operations of the company.</li> <li>4.Supply chain disruptions can affect the company.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Rio Tinto Group is given below:

Political	Economical
1.Australia has put a sanction on the exports of Alumina, bauxite etc. to Russia due to Ukraine-Russia war. 2.High risk to Rio Tinto's business and assets in countries with political instability. 3.Ukraine- Russia war is putting pressure on the global supply chain.	1.Slowing Chinese economy to impact iron ore demand 2.Inflation is causing a rise in the prices of commodities, metals etc.
Social	Technological
1.Criticism faced over social impacts of mining activities	1.Rio Tinto leveraging technology to support productivity programs 2.Investments in lithium battery technology to aid future growth
Legal	Environmental
1.Stringent regulations and changing policies in mining increase business risks. 2.New work health and safety rules have been implemented in Western Australia	1.Violation of environmental policies a major issue for Rio Tinto 2.Metals like zinc, aluminium, copper etc are crucial to achieve low carbon economy.

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