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MASCO CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Masco Corporation

Company Sector : Manufacturing

Operating Geography : United States, North America, Global

About the Company : Masco Corporation is a producer of products for the home improvement and new home construction markets. It is headquartered in Livonia, Michigan, U.S. In 1929, the company was organised as Masco Screw Products Company by Alex Manoogian in Detroit, Michigan and it produced machined automotive parts for the Detroit automotive companies. Later, Masco Screw Products grew into the Masco Corporation, a large corporate holding company for various acquisitions. Masco Corporation took over the small, family-run businesses with cash and stock in the parent corporation. In 1961, Masco Screw Products Company changed its name to Masco Corporation and in 1975 it first appeared on the fortune 500. The company operates nearly 60 manufacturing facilities in the United States and over 20 in other parts of the world. Masco has 28 manufacturing properties and 23 warehouses and distribution properties ranging from single warehouse buildings to complex manufacturing facilities in North America and its international facilities include 10 manufacturing properties and 18 warehouse and distribution properties in China, Germany and the United Kingdom. As of 2020 the company ranks 384 on the Fortune 500. The board intends to increase annual dividend to \$0.94 per share in the beginning of 2021.

Masco Corporation's Unique Selling Proposition or USP lies in it being a global leader in the design, manufacture and distribution of branded home improvement and building products. The company's mission statement reads, "Masco Corporation's mission is to provide high quality products that enhance the lives of homebuilders and consumers worldwide"

Revenue :

\$ 6,707 million - FY ending 31st December 2019 (y-o-y growth 0.79%)

\$ 6,654 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Masco Corporation is given below:

Strengths	Weaknesses
1. Strong leader in plumbing products in North America 2. Robust product portfolio with over 30+ brands 3. Strong focus in innovation 4. Strong financial position providing long term value for shareholders	1. Lower sales volume in lighting products 2. Rise in the depreciation and amortization expenses
Opportunities	Threats
1. Business penetration on e-commerce platforms 2. Tapping emerging markets in Asia with high growth potential	1. Intense market competition 2. Fluctuations in home prices and home sales 3. Spike in private label brands mostly in North America 4. Major dependence on third party suppliers

PESTLE Analysis :

The PESTLE Analysis for Masco Corporation is given below:

Political	Economical
1. Trade disputes between United States and China has resulted in increased tariffs	1. Rise in Energy costs may result in price hike 2. Fluctuations in foreign exchange rates 3. COVID-19 impact on supply chains
Social	Technological
1. Shift in consumer preferences to spas, exercise pools and fitness systems	1. Increased global cyber security vulnerabilities
Legal	Environmental
1. Reduction in the US Federal tax rates from 35 percent to 21 percent 2. Masco's apprehensions on protection of intellectual property rights	1. Masco plumbing products with composition of chemicals like lead and mercury are subjected to restrictions 2. Masco paint products are formulated with volatile organic compounds and are formulated as per the regulations

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