

AkzoNobel

Parent Company

AkzoNobel

Category

Industrial Products and Chemicals

Sector

Construction and Real Estate

Tagline/ Slogan

Tomorrow's Answers Today

USP

An international brand that caters to wide range of industries ranging from infrastructure to personal c

STP

Segment

Upper and middle class strata who want good quality products with international brand.

Target Group

Paint category-infrastructure (homes and commercial buildings) industry, industrial chemicals-process

Positioning

A global brand serving world over in paints & protective coatings, industrial chemicals and organic for

SWOT Analysis

Strengths

- 1. AkzoNobel is the largest global paints and coatings company and a major producer of specialty chemicals
- 2. With operations in 80 countries and having human capital of around 55,000 this Netherlands' paint manufacturer
- 3. The world's best-selling paint: powder coatings, wood coatings, coil coatings, marine protective coatings
- European markets selling paint: decorative coating
- Asia-Pacific market and the North American market selling coatings: decorative paints, wood coatings
- 4. Wide variety of products ranging from paints to industrial chemicals to organic chemicals provides the
- 5. Continuous R&Ds with international facilities and minds coming together has helped them stay at p

Weaknesses

- 1. In decorative paints Industry Customer tastes and perceptions change very fast and products may
- 2. Large working capital required.

Opportunities

- 1. Capitalizing on emerging Asian Markets is critical.
- 2. With more advertising like Asian paints, Nerolac and Berger Paints they can create more brand awareness
- 3. Being an international company and financially strong company they can use their muscle power to

Threats

- 1. European markets are in bad shape; growth opportunities very limited.
- 2. Local competitors who offer few products at lesser price
- 3. Government rules and regulations regarding the quality of products and manufacturing facilities as
- 4. Raw material scarcity, volatility in prices

Competition

Competitors

1. GE

2. Honeywell

3. DuPont

4. BASF

5. Emerson Electric

6. 3M