

DuPont

Parent Company

DuPont

Category

Chemical Industry

Sector

Industrial Products and Chemicals

Tagline/ Slogan

The Miracles of science

USP

One of the biggest three chemical companies in the world

STP

Segment

Automotive Industry

Target Group

Industries and organizations

Positioning

Complete portfolio of refinish brands to the automotive refinish industry and original equipment manufa

SWOT Analysis

Strengths

1. Du Pont performance coating is world's premium supplier for automotive coatings and is known for its
2. DuPont has over 60,000 employees in the organization and is present in over 80 countries
3. Company is geographically diversified which helps company grow and reduce the impacts of slowdowns
4. Company has broad business portfolio; besides automotive coatings they are also into construction

5. Company spends heavily on R&D as it believes in continuous innovation to remain leaders and pioneers

6. DuPont's Knowledge Centers & Innovation Centers provide all the required infrastructure, facility and

Weaknesses

1. Stagnant market share in the category due to stiff competition in a relatively stagnant economies.
2. It is only into automotive coatings industry unlike many other competitors who are into industrial as well

Opportunities

1. Strategic mergers and acquisitions of relatively smaller firms in star & cash cow segment of BCG matrix
2. Entering into emerging economies in Asia with aggressive marketing and pricing strategy to develop
3. Introducing more Eco-friendly & energy efficient products and use that as USP.

Threats

1. Economic meltdown like the one Europe is facing now
2. For a Company with heavy reliance on R&D protection of Intellectual Property Rights is very essential
3. Stringent Government rules and regulations regarding the quality of products, manufacturing facilities

Competition

Competitors

1. GE

2. Honeywell

3. 3M

4. BASF

5. Emerson Electric

6. AkzoNobel