

BASF SE – SWOT Framework Analysis

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Abstracts

BASF is one of the biggest chemical companies of the world. The company is involved in the production of chemicals, functional solutions, plastics, performance products, crude oil, and natural gas. Based in Germany, the company has its presence worldwide.

BASF bases its operations on the Verbund (vertical integration) concept and this is how the company creates value-adding basic chemicals to higher value products.

The company's latest financials are:

Revenues of Euro 50,693 million in FY 2009

Operating profit of Euro 3,677 million

Net profit of Euro 1,410 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and

external factors that are favorable and unfavorable to achieving that objective.

Aruvian's R'search analyzes the company BASF SE in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of BASF SE

Major products & services of BASF SE

Profile of the industry BASF SE operates in

Profile of its major competitors – Akzo Nobel N.V., Bayer AG, Dow Chemical Company, E. I. duPont de Nemours & Company, and the Eastman Chemical Company

SWOT Analysis of BASF SE

Future Perspective of BASF SE

Aruvian's R'search's report BASF SE – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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