

The Dow Chemical Company – SWOT Framework Analysis

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Abstracts

The Dow Chemical Company is one of the most famous chemical companies of the world. It is a manufacturer and supplier of raw materials that are used in the manufacturing of customer products of all kinds around the world. The company operates in the segments of agricultural science, consumer solutions, performance materials and chemicals, performance plastics, and infrastructure solutions as well.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes The Dow Chemical Company in a SWOT analysis and also provides a brief profile of the company in the report The Dow Chemical Company – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Dow Chemical Company in the present-day business scenario.

Contents

A. EXECUTIVE SUMMARY

B. DOW CHEMICAL COMPANY: BRIEF PROFILE OF THE COMPANY

C. DOW CHEMICAL COMPANY: SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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