

DuPont – SWOT Framework Analysis

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Abstracts

E. I. du Pont de Nemours and Company (DuPont), is an American chemical company based in Delaware, US. The Company's segments are Agriculture, Electronics & Communications, Industrial Biosciences, Nutrition & Health, Performance Chemicals, Performance Coatings, Performance Materials, Safety & Protection and Pharmaceuticals. During the year ended December 31, 2011, the Electronics & Communications segment completed the acquisition of Innovalight, Inc., a company specializing in advanced silicon inks and process technologies that increase the efficiency of crystalline silicon solar cells. As of September 22, 2011, DuPont acquired Danisco A/S (Danisco), a global enzyme and specialty food ingredients company. In May 2012, it acquired from Bunge full ownership of the Solae, LLC joint venture. In July 2012, BAE Systems plc sold its BAE Systems Tensylon High Performance Materials Inc. (Tensylon) business to DuPont. In February 2013, the Company sold DuPont Performance Coatings.

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. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes DuPont in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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