

# NUCOR

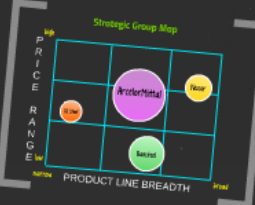
Jenna, Jas, Judy, Angus, Caroline, & Mostafa



**Philosophy**  
 "We are a global company with a local presence. We are committed to the highest quality products and services, and to the highest standards of safety, health, and environmental protection. We are committed to the highest standards of ethical behavior and to the highest standards of customer service."

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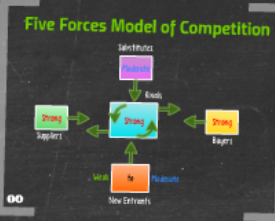


**Competitive Strength Assessment**

Company	Strength	Weakness	Opportunity	Threat
NUCOR	High	Low	High	Low
Other	Low	High	Low	High

**VRIN**

Resource	Valuable	Rare	Inimitable	Non-substitutable
Human Capital	Yes	Yes	Yes	Yes
Physical Capital	Yes	Yes	Yes	Yes
Organizational Capital	Yes	Yes	Yes	Yes
Financial Capital	Yes	Yes	Yes	Yes



**Agenda**  
 1. Introduction  
 2. Company Overview  
 3. Financial Performance  
 4. Strategic Initiatives  
 5. Conclusion

**Financial Performance**

Year	Revenue	Profit	Assets	Liabilities
2018	100	10	50	40
2019	110	11	55	45
2020	120	12	60	50

**Activity Based Costing**

Activity	Cost	Volume	Rate
Material Handling	100	1000	0.10
Machine Setup	200	2000	0.10
Quality Control	300	3000	0.10

**SWOT**

Strength	Weakness	Opportunity	Threat
High Quality	High Cost	Global Expansion	Raw Material Prices
Strong Brand	High Debt	Technological Advancement	Environmental Regulations

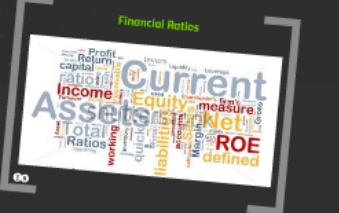
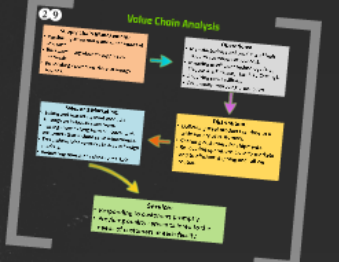
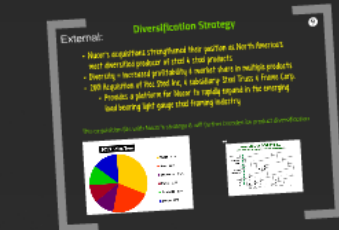
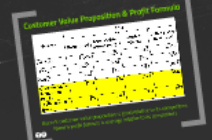
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**Background**  
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**Key Success Factors**  
 1. Innovation  
 2. Cost Reduction Capabilities  
 3. High Capacity Utilization  
 4. Strategic Market Coverage  
 5. Product Range  
 6. Distribution Capabilities  
 7. Financial Resources & Strength

**Strategic & Financial Objectives**  
 1. Increase Revenue  
 2. Reduce Costs  
 3. Improve Profitability  
 4. Expand Market Share  
 5. Enhance Customer Satisfaction  
 6. Strengthen Financial Position  
 7. Increase Employee Engagement  
 8. Improve Environmental Performance  
 9. Enhance Social Responsibility  
 10. Increase Innovation & R&D Investment



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## Mission Statement

“Nucor is made up of more than 20,000 teammates whose goal is to “Take Care Of Our Customers”. We are accomplishing this by being the safest, highest quality, lowest cost, most productive & most profitable steel & steel products company in the world.

We are committed to doing this while being cultural and environmental stewards in our communities where we live & work. We are succeeding by Working Together.”

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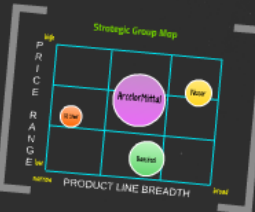
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**Philosophy**  
 "We are a global company with a strong focus on innovation, quality, and customer service. We are committed to being the most productive and profitable steel and steel products company in the world."

**NUCOR**  
 The NUCOR philosophy is a commitment to innovation, quality, and customer service. We are committed to being the most productive and profitable steel and steel products company in the world."

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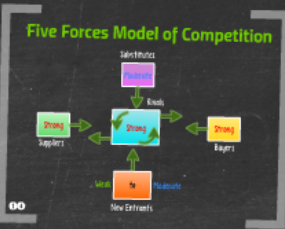
**Competitive Strength Assessment**

Company	Product Line Breadth	Price Range	Quality	Customer Service
NUCOR	High	Low	High	High
Other Company	Low	High	Low	Low

**VRIN**

Resource	Valuable	Rare	Inimitable	Non-substitutable
High productivity	Yes	Yes	Yes	Yes
Quality	Yes	Yes	Yes	Yes
Customer service	Yes	Yes	Yes	Yes

Overall Analysis: NUCOR's resources are rare and valuable enough to produce a sustainable competitive advantage.



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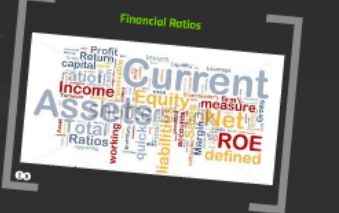
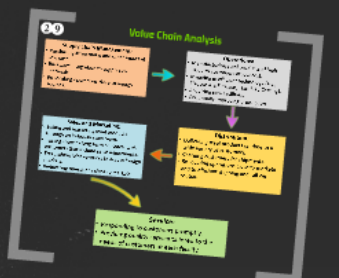
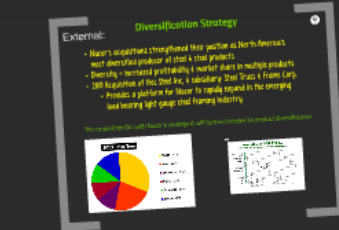
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**SWOT Analysis**

Strengths	Weaknesses	Opportunities	Threats
High productivity	Limited product line breadth	Expansion into new markets	Competition from other steel companies

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# Agenda

1. Company Overview & Background
2. Mission Statement & Philosophy
3. Strategic & Financial Objectives
4. Current Strategy
5. External Environment:
  - PESTEL
  - Industry Changes & Impact
  - 5 Forces
  - Strategic Group Map
  - KSF's
6. Internal Environment:
  - VRIN
  - Financial Analysis
  - Activity Based Costing
  - Competitive Strength Assessment
  - SWOT
  - Value Chain Analysis
7. Is Nucor's Strategy a Winner?
8. Questions



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# NUCOR

the little steel company that could & changed:

That Could:

Take mini technology & become USA's 2nd largest steel provider & 11th in the World  
Redefine the rules on how steel is made and what from  
Change the way the world viewed throw-away scrap metal

&&&

Changed:

How they managed their teammates  
How employees regarded their jobs & Nucor  
How safety became the top concern over everything else

&&&

Low Cost Providers → Best Cost  
First Movers: Global Leaders through Innovative  
Steel- Making Technologies

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Who Nucor is:



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Who Nucor is:



You Tube