

*Stanley Black & Decker, Inc.*



**Thecasesolutions.com**

# *Stanley Black & Decker, Inc.*



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# Background



**Thecasesolutions.com**

- *was a global manufacturer, with production facilities in 18 countries*
- *was the world leader in hand tools, based on its 20 percent share of a \$12 billion market.*
- *founded in 1834*
- *headquartered in New Britain, CT*




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- *was an American manufacturer of power tools and accessories.*
- *established in 1910*
- *headquartered in Towson, Maryland*

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The Stanley logo is centered within a yellow square. It consists of the word "STANLEY" in a bold, black, sans-serif font, with a registered trademark symbol (®) to its right. The text is contained within a black rectangular box.**STANLEY**

## Thecasesolutions.com

- *was a global manufacturer, with production facilities in 18 countries*
  - *was the world leader in hand tools, based on its 20 percent share of a \$12 billion market.*
  - *founded in 1834*
  - *headquartered in New Britain, CT*
- 
- A decorative graphic element on the right side of the slide, consisting of a curved arrow pointing left towards the main content area, followed by a vertical line and another curved arrow pointing right.



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- *headquartered in Towson, Maryland*

com

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## StanleyBlack&Decker

### Background



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- was a global manufacturer, with production facilities in 22 countries
- was the world leader in hand tools, based on its 30 percent share of a \$12 billion market
- founded in 1843
- headquartered in New Britain, CT



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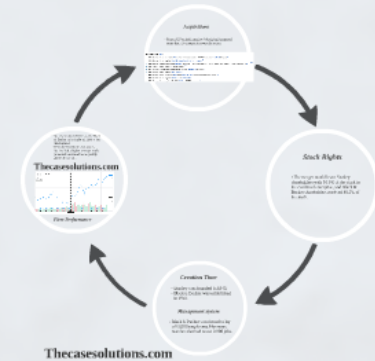
- was an American manufacturer of power tool and accessories
- established in 1913
- headquartered in Newark, Maryland

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*Who is the acquirer?*

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*Firm Performance*



***Creation Time***

- Stanley was founded in 1843.
- Black & Decker was established in 1910.

***Management System***

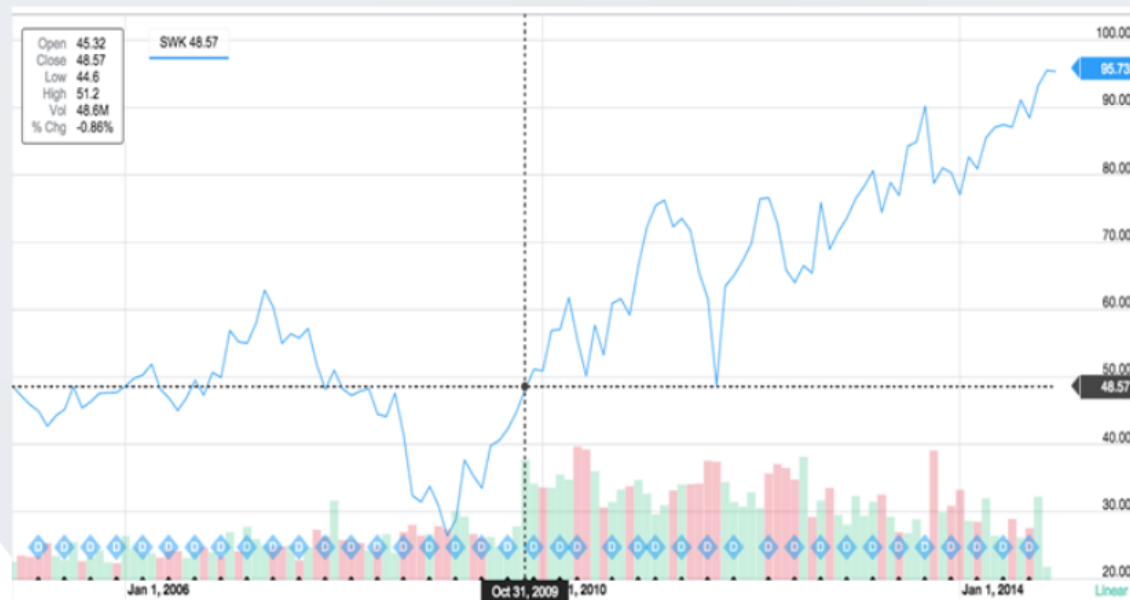
- Black & Decker was forced to lay off 5,000 employees. However, Stanley also had to cut 2,000 jobs.

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- Stanley's sales fell 16% while Black & Decker sales declined 23% in the third quarter.
- From the historical stock prices, Stanley had a higher average stock price and recovered more quickly during the crisis .

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*Firm Performance*