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The Dow Acquisition of Rohm and Haas (E)



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Current Performance

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Dow Chemical Revenue for 2015: 48.8 billion dollars

Return on Investment: 2015 4th quarter= 13.7%

Stock Price: Dow Chemical (NYSE: DOW.WD) 53.06 USD

History

Dow was founded in 1897 by a chemist by the name of Herbert H. Dow. Previous to finding Dow, Herbert was working for the Midland Chemical Company and in pursuit of starting his own company, Herbert Dow then incorporated the Dow Chemical Company in 1900.

The Dow Chemical Company is a specialty chemical producing company. Dow competes in an abundance of industries, nine to be exact. Dow is committed to improving everything in all industries which include agriculture, automotive, building and construction, consumer, electronic materials, energy and water, industrial, infrastructure, and packaging.

The Dow logo consists of the word "DOW" in a bold, white, serif font, centered within a red diamond shape.

DOW

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Vision and Mission

Vision: “Maximize long-term value per share by being the most valuable and respected science company in the world.”

Mission: “To passionately create innovation for our stakeholders at the intersection of chemistry, biology, and physics.”

Dow chemical's strategy for success is based around the focused differentiation.

Board of Directors

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13 Board of Directors
Heterogenous Team
3 Key Members:

- Jacqueline K. Barton
- Jeff M. Fettig
- Ruth G. Shaw

Andrew N. Livernis (CEO)

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• Has spent 33 years working for Dow

- Sales
- Marketing
- Engineering
- General Management

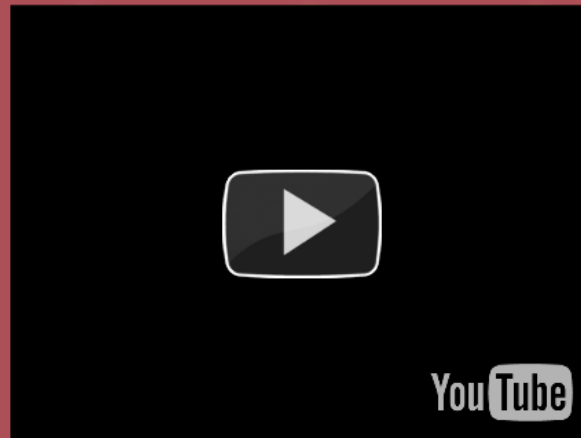
2003-2004: served as COO

2004: became CEO

2004-Present: President

Leadership Characteristic:

- Task Orientated
- Transformational Leader



General Environment

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Opportunity: environmentally friendly for much more sustainable product.

Threat: Costs of Environmental Compliance



Industry Environment

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Opportunity: Equal merger with I.E. DuPont

- Combine all stock
- After finalization, plans to separate into 3 independent, publicly traded companies
 - Agriculture Company
 - Material Science Company
 - Specialty Products Company

Threat: Volatility of Raw Materials

- 29 different raw materials categorized as significant