**EXECUTIVE SUMMARY :**

Nucor is a major player in the steel industry of United States for long. From being a company identified as a manufacturer of nuclear instruments. It has come a long way to being one of the large players and market leaders in the steel industry.

COMPETITIVE STRATEGY

The reasons for its remarkable journey has been its in its choice and implementation of strategy. It is COST LEADER, being the lowest cost producer of steel in the industry. It is an INNOVATOR, being the first one to bring new products in the industry. It has been a market leader through building a long product line build through INTEGRATION. Aggressive EXPANSION through acquisitions and building on internal capacities has also helped. Its strategy to be GLOBAL PLAYER is also in keeping with the threats and opportunities in the environment.

**FINANCIALS:**

The adoption of these strategies have also reflected in the results of operations presented through the financial statements. Compared to its’ peers it has been able to show modest compounded growth in sales and earnings. It has also been able to make additions to its shareholders wealth ,reflected in continuous growth of stock prices. The profitability,activity ratio,leverage ratios and liquidity ratios are better than the industry average.

**STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS;**

**Nucor’s** main strength its huge capacity. The concentration of capacity in USA is also the major weakness. Opportunity exists for diversification of substitute and non- ferrous products. Low and sluggish demand for steel is a major threat

**SUGGESTED STRATEGY BASED ON TOWS MATRIX;**

From the analysis it emerges that PRODUCT DIVERSIFICATION, MARKET PENETRATION through ACQUIISTION/ JOINT VENTURES abroad would be the most effective strategy and is highly recommended.