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## SHOPRITE SUPERMARKETS SWOT & PESTLE ANALYSIS

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**Company Name :** ShopRite Supermarkets

**Company Sector :** Food and Grocery Retail

**Operating Geography :** United States, North America

**About the Company :** ShopRite (formerly Shop-Rite and Shop Rite) is a supermarket chain based in Keasbey, New Jersey, United States. In 1946, a Del Monte Foods sales representative approached independent grocers in Newark, New Jersey, and founded ShopRite. The term ShopRite was coined in 1951. The company's current base of operations extends northeast from Maryland's Washington metropolitan area to Connecticut's Hartford area, as well as far north as New York's Capital District. Although the majority of ShopRite stores are located in New Jersey, the company also has a large presence in the New York City suburbs and Pennsylvania (mostly in the Philadelphia area). ShopRite comprises 50 individually owned and operated affiliates with more than 300 stores, all under its corporate and distribution arm, Wakefern Food CoCorporation. The company has supported the Community Food Bank of New Jersey for many years, donating food, programmes, resources, and hundreds of volunteer hours each year. Education and preparation of special needs students to prepare them for meaningful jobs in the retail industry is another priority of community support. On 15 April 2021 Brookdale ShopRite announced the launch of Fresh to Table, a ground-breaking store-within-a-store concept that offers consumers a reimagined shopping experience featuring fresh, on-trend foods, easy-to-prepare recipes and ingredients, and meal solutions in a range of grab-and-go formats.

ShopRite Supermarket's Unique Selling Point or USP lies in it being the largest retailer-owned cooperative in the United States, and that it prioritises organic goods over other discount stores. ShopRite Supermarket's mission statement reads, "The guiding mission of the Shoprite Group of Companies is to be the consumers' preferred shopping destination, by retailing food and non-food products at the lowest prices from conveniently located outlets in an environment that is conducive to shopping".

**Revenue :**

USD 18,300 million - FY ending 3rd October 2020 (y-o-y growth 9.75%)

USD 16,674 million - FY ending 3rd October 2020

## SWOT Analysis :

The SWOT Analysis for ShopRite Supermarkets is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Unique cooperative structure allows easier strategic partnerships</li> <li>2.Large fleet of transport and warehouse capability through Wakefern</li> <li>3.USAs largest retail-owned cooperative</li> <li>4.High diversification into related businesses through Wakefern</li> </ul>	<ul style="list-style-type: none"> <li>1.Difficulties in sustaining the pharmacy business</li> <li>2.Limited geographic coverage within United States</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increased demand for organic food segments</li> <li>2.Social media commerce for store like experience</li> <li>3.Increased possibilities for M&amp;A deals for expansion after Covid-19</li> <li>4.Possibility to align costs and make the business asset light</li> </ul>	<ul style="list-style-type: none"> <li>1.Increased dominance of Amazon bad for ShopRite online business</li> <li>2.Highly competitive market in food retail business</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for ShopRite Supermarkets is given below:

Political	Economical
1.US China trade war directly affected supporting industries like agriculture	1.High unemployment rates to affect spending
Social	Technological
1.Failure in hazard pay lowers retail industry's image 2.Essentials buying trend during Covid-19 3.Customers trying to support the local business over brands	1. AI and Predictive analytics in demand forecasting 2. Use of IoT for improving customer experience
Legal	Environmental
1.US Supreme court allowing collection of sales taxes from online retailers	1.Covid-19 spread detrimental to logistics 2.High susceptibility of East Coast to hurricanes 3.Focus on recycling and waste reduction

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