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## MASTER KONG SWOT & PESTLE ANALYSIS

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**Company Name :** Master Kong

**Company Sector :** Food & Beverage

**Operating Geography :** China, Asia, Global

**About the Company :**

Headquartered in Shanghai and Tianjin, China, Master Kong is a one-of-a-kind bar & restaurant which serves Asian street food. It is the largest instant noodle producer in China, and was established in 1991 by the Wei brothers from Changhua County, Taiwan. The restaurant specializes in the distribution and production of instant noodles, cakes, beverages and relevant supporting industries. In 1996, Master Kong was listed in Hong Kong Stock Exchange and is currently a constituent of MSCI China Index and the Hang Seng China 100 Index. The parent company of the firm is Ting Hsin International Group. In 2019, Master Kong's juice was ranked second, in juice market penetration according to Kantar. Based on sales volume, in 2020 according to AC Nielsen December 2020 data, the Group was the market leader in instant noodles and ready-to-drink teas. The industry holds the responsibility of food safety and quality guarantee by being a leading brand in the fast moving consumer goods industry.

Master Kong's Unique Selling Proposition or USP lies in it being one of the best-known brands among consumers in the PRC. The Group continues to strengthen its logistics and sales network in the PRC while focusing on food manufacture, sales and distribution business. Master Kong nurtures an ambition to become "The largest Group for Chinese Instant Food & Beverage in the World".

**Revenue :**

RMB 67,618 million - FY ending 31st December 2020 (y-o-y growth 9.10%)

RMB 61,978 million - FY ending 31st June 2019

## SWOT Analysis :

The SWOT Analysis for Master Kong is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>1.Highest market share in terms of sales volume and value of instant noodles</li> <li>2.Strong financial performance and remarkable growth despite the pandemic</li> <li>3.Diverse portfolio of product offerings which are in high demand</li> </ul> | <ul style="list-style-type: none"> <li>1.Some products faced criticism from consumers leading to stoppage of sale of the same</li> <li>2.High costs of raw materials</li> <li>3.The bottled water business is facing losses and has a shrinking market share</li> </ul>                       |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>1.Digitalization could help increase customer value creation</li> <li>2.Beijing 2022 winter Olympics create opportunity for food sponsoring</li> <li>3.The popularity of Bubble tea creates an opportunity to expand its tea segment</li> </ul>       | <ul style="list-style-type: none"> <li>1.Increasing occupational health issues could affect business operations</li> <li>2.Faces high competition from local players in Chinese market</li> <li>3.China's crackdown on food shows and food bloggers could affect marketing efforts</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Master Kong is given below:

| Political   | Economical  |
|---|---|
| 1.Chinese government has announced a national nutrition plan and aims to build a healthy China by 2035<br>2.Bad relations with Hong Kong and Taiwan could impact noodles export | 1.Chinese government is focusing on increasing domestic production for food security  |
| Social  | Technological   |
| 1.Consumers purchase noodles based on texture and flavour<br>2.Demand for organic and healthy food has increased  | 1.Developing innovative space noodles for astronauts  |
| Legal   | Environmental   |
| 1.Restructuring policies of Beijing could increase operating costs<br>2.Revised food safety regulations attract strict supervision and penalties                                | 1.Stricter laws to control water and air pollution by industries<br>2.Focus on China's Environmental, Social, and Governance (ESG) report is increasing |

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