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GEORGE WESTON LTD. SWOT & PESTLE ANALYSIS

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Company Name : George Weston Ltd.

Company Sector : Retail, Real Estate and Consumer Goods

Operating Geography : Canada, North America, Global

About the Company :

George Weston Limited is a Canadian public company headquartered in Toronto, Canada. The firm was established by George Weston in 1882. The company operates through its three reportable operating segments, Loblaw Companies Limited, Choice Properties Real Estate Investment Trust and Weston Foods. Loblaw is Canada's food and pharmacy leader with a network of corporate and independently operated stores in communities across the country. Choice Properties REIT is a large and diversified real estate investor, manager, and developer with a portfolio of over 700 properties. Choice Properties' portfolio includes retail properties primarily leased to necessity-based tenants, as well as commercial, office, and residential assets located in desirable markets, as well as a robust development pipeline. Weston Foods manufactures bread, rolls, cupcakes, doughnuts, biscuits, cakes, pies, cones and wafers, artisan baked goods, and more for massive national consumers in two divisions: food service and retail. Wonder, Ace Bakery, Country Harvest, All but Gluten, and D'Italiano are some of the company's brands. Weston operates more than 50 facilities throughout Canada, with employees working in manufacturing, distribution, and corporate environments. On 23 March the company declared its plan to concentrate on its Retail and Real Estate businesses as it begins the process of selling Weston Foods.

George Weston Limited's Unique Selling Point or USP lies in its ownership of Loblaw Companies Limited, which is Canada's largest food and drug retailer, as well as its position as one of Canada's leading bakers, selling a diverse range of fresh and frozen goods to the North American market. George Weston Limited's vision statement reads, "George Weston seeks to create economic value for investors through active management of its portfolio companies, utilizing its extraordinary people, the culture of excellence and access to capital".

Revenue :

CAD 54,705 million - FY ending 31st December 2020

CAD 50,109 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for George Weston Ltd. is given below:

Strengths	Weaknesses
<p>1.Present in three key business of Retail, real estate and Consumer goods that compliment and synergize each other</p> <p>2.Market leader of Canadian retail marketplace with more than 10% share</p> <p>3.Has 33 different chains of markets, 2609 stores and a number of reputable brands</p> <p>4.Performed well even in the pandemic with increasing revenue</p> <p>5.Strong balance sheet and increasing dividend returns with good financial rating of BBB stable.</p>	<p>1.Unable to globalize, its revenues are overly dependent on its operations in Canada.</p> <p>2.Slow vaccine rollout in Canada delaying the normal economic operation</p>
Opportunities	Threats
<p>1.The Loblaw division's technological acceptance, digital offerings and omni channel push will benefit it in the increasing digitalized industry</p> <p>2.Consolidation and concentration of retail market.</p> <p>3.Demand in food, groceries and pharmacy segment has increased since pandemic.</p>	<p>1.Covid has helped the e commerce industry and online retail to thrive.</p> <p>2.Us based retail giants slowly increasing their market share in Canada.</p> <p>3.The Canadian retail market has stagnated and is very competitive.</p>

PESTLE Analysis :

The PESTLE Analysis for George Weston Ltd. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade battle between US and China can boost Canada's retail 2.Deteriorating relations of China and Canada can impact Canada's retail and pharma sector 3.US and Canada's Trade and political relations stabilize with the USMCA trade deal and election of Joe Biden. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Covid 19 pandemic has severely affected the economy and the retail sector in Canada. 2.Canadian Governments Covid response has helped the economy and retail sector
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Permanent change in behaviour of Consumers and buyers due to Covid. 2.Community welfare has been at the key to George Weston's success as a brand. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Embracing use of technology and AI and advanced analytics to boost its operations and increase efficiency
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.New rules and regulation set to be enforced in Canada 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Focus on sustainable growth and compliance with environmental regulations.

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