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SAPUTO INC. SWOT & PESTLE ANALYSIS

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Company Name : Saputo Inc.

Company Sector : Food and Beverages

Operating Geography : Canada, North America, Global

About the Company :

Saputo Inc. is one of the top Canadian dairy companies. It was founded in 1954. Saputo is basically in business of production, manufacturing and distribution of a wide variety of dairy products, including fluid milk, cheese, extended shelf-life milk and cream products, cultured products and dairy ingredients. Saputo is amongst the top ten dairy processors in the world, the largest cheese manufacturer and the leading fluid milk and cream processor in Canada, the top dairy processor in Australia and the second largest in Argentina. In the USA, Saputo ranks among the top three cheese producers and is one of the largest producers of extended shelf-life and cultured dairy products. The company sells its dairy products and ingredients in 60 countries through its 65 manufacturing facilities. It has over 17,700 employees across its five divisions and operates its business through four sectors: Canada, USA, International, and Europe. In Spetember 2021, the company completed its acquisition of the Carolina Aseptic and Carolina Dairy businesses which was initially operates by AmeriQual Group Holdings, LLC.

Saputo unique selling proposition or USP lies in being one of the top ten dairy processors in the world. Saputo mission statement reads, “At Saputo, we are committed to living up to the values on which our business was founded in 1954.”

Revenue :

CAD \$14,943.5 million – FY ending 31st March 2020

CAD \$13,501.9 million – FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Saputo Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large distribution network and operating plants 2.International operations with huge consumer base 3.Food quality and safety-first approach 4.Strong brand name and customer loyalty 	<ul style="list-style-type: none"> 1.The company excels in cheese making with lower focus on milk and other milk products 2.Higher cost and exchange rates, lower selling prices in export markets 3.Relationship between the average block market per pound of cheese and the cost of milk as raw material is unfavourable
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in Mexico market 2.Potential for inorganic growth in US and Australia 3.Announcement of the Global strategic Plan [2022-2025] 	<ul style="list-style-type: none"> 1.Tariffs rates in US 2.Global and Regional Competitors 3.The rise of the vegan cheese market and demand 4. Overproduction of milk in different seasons and regions

PESTLE Analysis :

The PESTLE Analysis for Saputo Inc. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Lobbying.for.favorable.policy.framework 2.US Canada dairy trade dispute 3.Company's massive expansion in the UK amid the unknown consequences of the BREXIT 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Economic slowdown can cause negative impact on sales in operating regions 2.Major impact of currency fluctuations 3.NAFTA may result in favourable economic conditions for the dairy farmers
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Employment engagement in various activities and programmes 2.Lifestyle changes and shift towards vegan products 3.Focus on health and inclusive growth 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Leveraging digital technology for tailored nutrition 2.Data analysis to capitalize on flexible marketing opportunities
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Allegations of linkages with Italian mob 2.Excessive legal.compliance.in all segments 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sustainable Practices for packaging 2.Setting and achieving eco-friendly targets

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