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# S&P TEST

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## NICHOLS PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Nichols plc

**Company Sector :** Beverages and Foods

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Nichols plc is a British firm headquartered in Newton-le-Willows, Merseyside, England. The company's operations include a soft drink and hot beverage production and distribution, vending machine filling and supply, contract packing services for the food industry, and a comprehensive variety of catering services. Nichols' products are sold in the United Kingdom, the Arabian Peninsula, Africa, and Russia. The enterprise can be traced back to John Noel Nichols' development of Vimto in 1908. It is primarily known for producing Vimto, a fruit-flavoured cordial. Thousands of 'out of house' locations, such as movies, theme parks, taverns, and restaurants, sell the company's variety of owned and licenced brands and the company also has a soft drink distribution business in the United Kingdom. Cabana is in charge of the soft drink division, and the success of the Vimto soft drink prompted Nichols plc to start selling Vimto chews and Vimto chew bars. Still, carbonated, post-mix, coffee, and frozen drinks are among the company's offerings. The firm announced on March 24, 2021, that it is unveiling a new visual identity for Vimto throughout its overall portfolio. Vimto's unique and refreshingly different brand identity will be reflected in the new contemporary design, which will be cleaner, bolder, and more modern.

Nichols plc's USP lies in its being a prominent player in the UK soft drink flow market, supplying the Cabana, Dayla, and Ben Shaws soft drink brands. The mission statement of Nichols plc's reads, "We are committed to making life taste better for everyone – from our customers and consumers to our partners and our people. We'll continue to drive growth and invest in our core brands to enable their expansion across product categories and markets worldwide".

**Revenue :**

£118.7 million - FY ending 31st December 2020 (y-o-y growth -19.3%)

£147.0 million - FY ending 31st December 2019

**SWOT Analysis :**

The SWOT Analysis for Nichols plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strategic partnerships with global brands</li> <li>2.Diversified across multiple geographies</li> <li>3.Leader in UK's dilutes category</li> <li>4.Region focused drinks and flavors</li> </ul>	<ul style="list-style-type: none"> <li>1.Low differentiation in product categories</li> <li>2.Single source of supply of key compound of Vimto</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing energy drinks market in UK</li> <li>2.Emergence of nutritious beverages will trigger growth</li> <li>3.Increased intensity of heat waves increases demands</li> </ul>	<ul style="list-style-type: none"> <li>1.Repeated waves will deter the sales at retail outlets</li> <li>2.Focus on sugary drinks during increasing health consciousness</li> <li>3.Continuous cancellations of sport events impeding growth</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Nichols plc is given below:

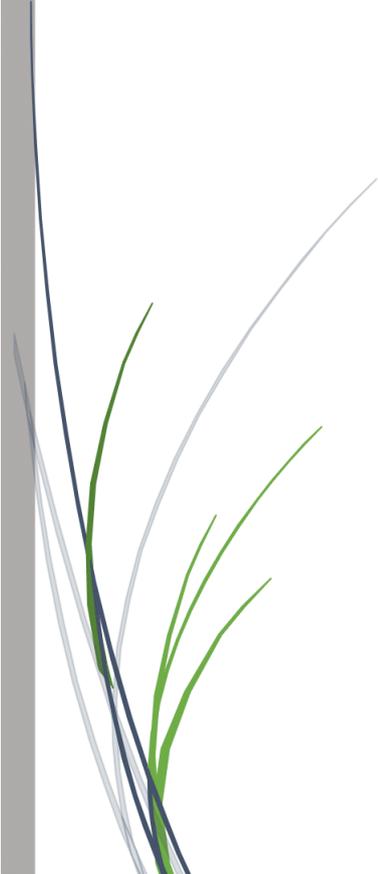
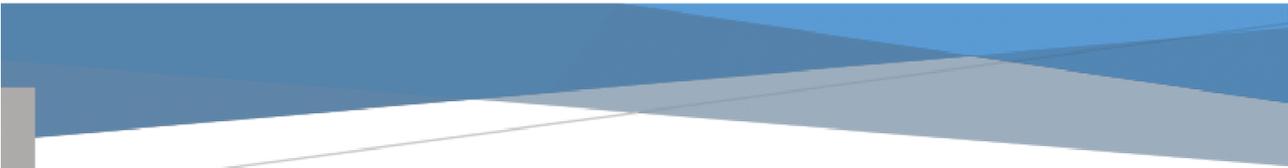
<p style="text-align: center;"><b>Political</b></p> <p>1.Increased administrative burden due to Brexit</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Growing costs of natural resources, drain margins</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Consumer awareness leading to demand of organic drinks 2.Rising urbanization responsible for growing demand for soft drinks</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Mood enhancers will become a differentiator for beverages 2.E-Commerce gaining prominence during pandemic</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Sweetened Beverages Tax has impacted operations in the Middle East  2.Warning labels on soft drinks can adversely impact sales</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Companies and LLPs regulations 2018 mandate energy consumption reporting 2.Plastic tax to cause a transformation in packaging</p>

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