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FRESH DEL MONTE PRODUCE INC. SWOT & PESTLE ANALYSIS

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Company Name : Fresh Del Monte Produce Inc.

Company Sector : Food, Fresh and Prepared Produce

Operating Geography : United States, North America, Global

About the Company : Fresh Del Monte Produce Inc. is an integrated producer, marketer, and distributor of high-quality fresh and fresh-cut fruit and vegetables in Europe, Africa, and the Middle East, as well as a leading producer and distributor of prepared fruit and vegetables, juices, beverages, and snacks. Under the DEL MONTE® trademark, the company sell its products all over the world. It is divided into three sections: Other items and services include fresh and value-added products; bananas; and other products and services. Fresh produce is primarily sourced from Central and South America, Africa, the Philippines, North America, and Europe (bananas, pineapples, melons, tomatoes, grapes, apples, pears, peaches, plums, nectarines, cherries, citrus, avocados, blueberries, and kiwi). Africa, Europe, the Middle East, and Asia are the primary sources of the company's prepared food items. It gets its products through its operations, joint ventures, and supply agreements with independent suppliers. To distribute by land, the company owns a trucking company and uses asset-based carriers, and to deliver by sea, it uses its fleet of ships combined with rented chilled vessels. Fresh Del Monte Produce launched a number of sustainability programmes at the end of 2021 and beginning of 2022 and it intends to reduce Scope 1, 2, and 3 greenhouse gas emissions by 2030, ahead of COP26.

The unique selling point or USP of Fresh Del Monte Produce Inc. is that it is one of the world's largest producers of fresh and prepared produce. The mission statement of the company reads, "We are an integrated, food solutions company that delivers high-quality products to our consumers and customers through superior food knowledge, passion and innovation capabilities".

Revenue :

US\$ 4,202.3 million - FY ending 1st Jan 2021 (y-o-y decline 6.4%)

US\$ 4,489.0 million - FY ending 27th Dec 2019

SWOT Analysis :

The SWOT Analysis for Fresh Del Monte Produce Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong and reliable distribution network all over the globe for various product categories. 2.Global player with leading brands loved by consumers 3.Vertically integrated platform of the company helps in an improved supply chain coordination 4.Diverse portfolio with demand for value added products growing. 5.ESG integration and strategic five year plans are a competitive advantage. 	<ol style="list-style-type: none"> 1.Volatile financial results prevent prospective investors from investing. 2.Decreasing profitability and increasing debt
Opportunities	Threats
<ol style="list-style-type: none"> 1.Good scope to increase ancillary revenues with the launch of five new fuel efficient container ships 2.Partnership with Queensland University of Technology to lead innovation towards the development of disease-resistant bananas. 3.The company benefited from actions taken as part of its asset sale optimization program in 2020 	<ol style="list-style-type: none"> 1.EPA is undertaking a series of regulatory actions relating to the evaluation and use of pesticides. 2.Thriving in a highly competitive industry with major brands as well as local and regional distributors of fresh-cut produce 3.Raising costs on certain products as a response to inflation might reduce customer base.

PESTLE Analysis :

The PESTLE Analysis for Fresh Del Monte Produce Inc. is given below:

<p style="text-align: center;">Political</p> <p>1. Several states in United States announcing an increase in wages</p>	<p style="text-align: center;">Economical</p> <p>1. Slump in sales, Consumer spending severely hit by Covid-19</p> <p>2. Consumer behavior shifted towards food that had a longer shelf life and canned food, during the lockdown.</p> <p>3. Unprecedented market conditions and inflationary pressures</p>
<p style="text-align: center;">Social</p> <p>1. Demand for organic and health food is growing in European countries.</p> <p>2. The company can benefit from the recent rise in veganism</p>	<p style="text-align: center;">Technological</p> <p>1. Recent developments in the agri-tech industry can be used to optimize cultivation costs, increase the quality and quantity of yield</p>
<p style="text-align: center;">Legal</p> <p>1. European Union releases limits for lead and cadmium in fresh fruit and vegetables</p> <p>2. Endocrine Disruptor Assessment programs in the EU and United States</p>	<p style="text-align: center;">Environmental</p> <p>1. Water scarcity in production areas</p> <p>2. SIFAV released new collaborative sustainability strategy for 2025.</p>

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Client Support:
support@swotandpestle.com