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## COLRUYT GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Colruyt Group

**Company Sector :** Retail, Wholesale, Food

**Operating Geography :** Belgium, Europe

**About the Company :** Colruyt Group is a Belgian family owned retail corporation formed in 1928 by Franz Colruyt which has its headquarters in Halle, Belgium. Colruyt Group manages Colruyt market, retail stores and subsidiaries like Okay, Bio Planet, DATS 24, Dreamland, Dream Baby etc. This retail czar has spanned its presence over three generations. It has more than 30,000 employees and a diverse portfolio of food and non-food formats in Belgium, France, and Luxembourg. Colruyt Group consists of over forty brands for individuals and businesses. It not only retails in food but also non-food and fuel, wholesale and food related services. Lion's share of their revenue is generated in Belgium, but they also have commercial activities in France and Luxembourg and corporate services in India and Hong Kong. In May, 2021, Flemish expertise centres imec and VITO ( both partners in Energy ville ) together with industrial pioneers Bakaeart, Colruyt Group, DEME and John Cockerill announced that they are joining forces to invest in the production of green hydrogen flag of HYVE. The consortium aims at a cost efficient and sustainable production of hydrogen at Gigawatt level. Hyve will put the Flemish region in the drivers seat for development of hydrogen economy and the transition towards a carbon neutral industry in Europe.

Colruyt Group's USP or unique selling proposition lies in running a low-cost retail chain offering high quality food, non-food products at everyday low prices. Colruyt Group's mission statement reads "Together we create a sustainable added value through value driven craftsmanship in retail"

**Revenue :**

Euro 9,931 million - FY ending 31st March 2021 (y-o-y growth 3.7%)

Euro 9,581 million - FY ending 31st March 2020 (y-o-y growth 2%)

## SWOT Analysis :

The SWOT Analysis for Colruyt Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Believes in sustainability and actively involved in green energy initiatives</li> <li>2.Provides customers organic produce through Bio-Planet</li> <li>3.Established in Luxembourg, Belgium, and France and has about 550 + self-owned stores and more than 500 affiliated stores and strong online presence</li> <li>4.Provides goods at the lowest prices and ensures a fast-shopping experience</li> </ul>	<ul style="list-style-type: none"> <li>1.The company prioritizes low-cost goods; hence it can be difficult to cost cut in competitive goods</li> <li>2.Several stores need constant remodelling and renovation to promote themselves as being customer-centric</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Investment in e-commerce and expansion in distribution network to increase customer loyalty</li> <li>2.Increasing customer preference for organic food</li> <li>3.Potential to gain market share in foreign countries through Colex</li> <li>4.Leveraging on growing interest in prevention and health through parapharmaceuticals</li> </ul>	<ul style="list-style-type: none"> <li>1.Lockdowns due to Covid-19 disrupt operations, leading to sudden changes in demand and supply</li> <li>2.Growth of competitors like Delhaize and Carrefour</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Colruyt Group is given below:

<b>Political</b> 1.Cross border expansion depends upon the political regulations of each country 2.Need to be compliant with Government guidelines in reference to production conditions	<b>Economical</b> 1.Rising inflation makes it difficult to keep prices low
<b>Social</b> 1.Customers are increasingly looking for convenience and attractive discounts 2.Consumer spending increased in essential commodities.	<b>Technological</b> 1.Diversifying into e-commerce coming up as a strong business sector 2.Relying extensively on technology leads to IT failure risk
<b>Legal</b> 1.New guidelines have been established by the Belgian Competition Authority that impacts the functioning. 2.Rising legal risk related to contamination and pilferage of goods.	<b>Environmental</b> 1.Increased focus on sustainable entrepreneurship and consumption 2.Adopting sustainable technologies in operations 3.Collaborations with Belgian agricultural projects

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