
S&P TEST

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J SAINSBURY SWOT & PESTLE ANALYSIS

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Company Name : J Sainsbury

Company Sector : Retail, Banking and Financial Services

Operating Geography : Europe, United Kingdom

About the Company :

J Sainsbury's Plc was founded in the year 1869 by John James Sainsbury as a shop in London. By 1922 it engaged itself in food, clothing, merchandise and financial sectors. J Sainsbury's Plc, headquartered in London, UK, operates under three main divisions namely, Sainsbury's Supermarkets Ltd, Sainsbury's bank and Sainsbury's Argos. As of Dec 2017, Sainsbury's had 181900 employees.

Sainsbury's market share is 15.8% making it the second largest supermarket chain in the UK, after Tesco- with a market share of 27.8%. Other top competitors of Sainsbury are ASDA and Morrisons with a market share of 15.3% and 10.4% respectively. While the competition continues to be high in the retail business, Sainsbury has a strategic plan in place for 2018 to outrace competition. Sainsbury's investment of £150m to lower their price has brought productive results by improving their price position in key categories. The company is planning to invest in improving their food quality, in growing markets and stay committed to providing distinctive products. Their first launched baby food product "Little-ones" have obtained 15% of their baby food sales. Sainsbury is also planning to grow General Merchandise and Clothing and deliver synergies.

J Sainsbury's Unique selling proposition or USP is having board portfolio of products around various segments from food to clothing, general merchandise to financial services, which it aims to sell at the lowest possible pricing. J Sainsbury's Vision is "to be the most trusted retailer, where people love to work and shop. We'll do this by putting our customers at the heart of everything we do and investing in our stores, our colleagues and our channels to offer the best possible shopping experience." Sainsbury's mission aims "To make all our customers' lives easier every day by offering great quality and service at fair prices".

Revenue :

£m 26,224 million –(FY ending March 11th 2017) (y-o-y growth 11.56%)

£m 23,506 million- (FY ending March 11th 2016)

SWOT Analysis :

The SWOT Analysis for J Sainsbury is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified business with strong market share 2.Strong balance sheet with consistent profitability 3.Differentiated food proposition with great quality 4.Great place to work at with employee diversity 	<ul style="list-style-type: none"> 1.Single operating market 2.Low margin food business
Opportunities	Threats
<ul style="list-style-type: none"> 1.Global market expansion via online collaborations 2.Diversification and growth of Sainsbury's bank 3.Online groceries and convenience stores - channels of future growth 4.Technology analytics to help in customer insights 	<ul style="list-style-type: none"> 1.Impact of Brexit on prices 2.Intense competition in grocery and retail segment

PESTLE Analysis :

The PESTLE Analysis for J Sainsbury is given below:

Political 1.UK's Political relations with Qatar to impact Sainsbury's 2.Brexit to have significant implications for businesses	Economical 1.Steep decline in GBP after Brexit to impact earnings
Social 1.Sustainable business practices by Sainsbury's help to garner customer support 2.Rising demand for organic food	Technological 1.Usage of data driven analytics to derive retail consumer insights
Legal 1.Regulatory approvals delay decision making and business growth	Environmental 1.Reduction of operational waste and recycling 2.Reduction of carbon emissions 3.Strategic sustainability plan

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Client Support:
support@swotandpestle.com