

---

# S&P TEST

SWOT & PESTLE.com

---

## LULU GROUP INTERNATIONAL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** LuLu Group International

**Company Sector :** Retail and Real Estate

**Operating Geography :** UAE, Middle East, Asia, Global

**About the Company :**

With its headquarters in Abu Dhabi, United Arab Emirates, LuLu Group International is a multinational conglomerate firm that runs a network of supermarket chains and retail businesses. In the year 2000, M. A. Yusuff Ali founded the business. The LuLu Group has developed from its modest origins into a significant business with a strong Gulf presence. It serves as a benchmark for the retail sector, which has now spread across all continents. The company's operations span it all from operating hypermarkets to developing shopping malls, producing and trading goods, owning hotels, and developing real estate. This enables customers to access their goods and services regardless of the industry individuals are in, whether it be supply chain management, building technology, or information technology security. The Middle East, Asia, the US, and Europe are where LuLu Group primarily conducts business. LuLu Group in June 2022 opened a new hypermarket in Jeddah to help promote Saudi Food Products.

The USP of LuLu Group International is that it is a well-known global business distributor, one of the biggest retail chains in Asia, and the biggest in the Middle East with 215 outlets in the Gulf Cooperation Council (GCC) nations. The mission statement of the company reads, "To provide a unique shopping experience to customers with unmatched value in terms of quality of products and services, while continuously exploring new market opportunities and adding value to all its business associates".

**Revenue :**

US\$ 6.3 billion – FY ending 31st March 2022

US\$ 4.4 billion – FY ending 31st March 2021

**SWOT Analysis :**

The SWOT Analysis for LuLu Group International is given below:

Strengths	Weaknesses
<p>1.Wide network of stores and strong presence in Middle east countries.</p> <p>2.Operates across major business segments like retail stores, real estate, hospitality and distribution.</p> <p>3.Awarded and recognized by government of many countries and by many reputed organizations.</p> <p>4.Expanding operations by setting up new plants, partnerships etc.</p>	<p>1.Limited presence outside the Middle East</p> <p>2.High fixed cost incurred in the hypermarket business even if revenue can remain low.</p>
Opportunities	Threats
<p>1.Expand supermarkets to new areas or countries.</p> <p>2.Grow the business segment through acquisitions.</p> <p>3.Entering into new initiatives and MOUs with different governments.</p> <p>4.Increase sales through the e-commerce channel.</p>	<p>1.Increased competition from online channels can impact the sales of the hypermarkets.</p> <p>2.Rise in the covid-19 cases can impact different business segments of the group.</p> <p>3.Supply chain crisis can cause disruptions</p>

## PESTLE Analysis :

The PESTLE Analysis for LuLu Group International is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.UAE is transforming its foreign policy and improving foreign relations.</p> <p>2.India- UAE are creating a \$7 billion food corridor in the next 3 years.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Businesses are planning to raise product prices due to the rise in inflation</p> <p>2.Supply chain disruption is causing a rise in the raw material prices.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Customers preference for e-commerce shopping has grown rapidly after covid-19.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Retail automation is an emerging trend in the retail industry.</p> <p>2.Interactive retail experiences through VR and AR help in improving consumer experience.</p> <p>3.Increasing number of companies are moving on to cloud platform to manage their data.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.UAE government is changing its labour laws.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Retailers are reducing the use of plastic bags to protect the environment.</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **LuLu Group International** SWOT & PESTLE Analysis is a paid report at **19.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)