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LULU GROUP INTERNATIONAL SWOT & PESTLE ANALYSIS

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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
<ul style="list-style-type: none"> 1.Wide network of stores and strong presence in Middle east countries. 2.Operates across major business segments like retail stores, real estate, hospitality and distribution. 3.Awarded and recognized by government of many countries and by many reputed organizations. 4.Expanding operations by setting up new plants, partnerships etc. 	<ul style="list-style-type: none"> 1.Limited presence outside the Middle East 2.High fixed cost incurred in the hypermarket business even if revenue can remain low.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand supermarkets to new areas or countries. 2.Grow the business segment through acquisitions. 3Entering into new initiatives and MOUs with different governments. 4.Increase sales through the e-commerce channel. 	<ul style="list-style-type: none"> 1.Increased competition from online channels can impact the sales of the hypermarkets. 2.Rise in the covid-19 cases can impact different business segments of the group. 3.Supply chain crisis can cause disruptions

PESTLE Analysis :

The PESTLE Analysis for LuLu Group International is given below:

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

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