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H.E. BUTT GROCERY COMPANY SWOT & PESTLE ANALYSIS

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Company Name : H.E. Butt Grocery Company

Company Sector : Retail, Food Retail Chain

Operating Geography : United States, North America, Global

About the Company :

H.E. Butt Grocery Company is a privately owned supermarket chain that is headquartered in San Antonio, Texas, United States. It was founded in 1905. It currently owns more than 340 stores mostly in Texas and employs more than 100,000 people. In 1940 the company opened its first air-conditioned store and began stocking frozen food. It then went on to open its first supermarket ten years later which consolidated a fish market, butcher shop, bakery and pharmacy. The year 1976 was very significant for the company because it opened up the H-E-B Milk store, which became the largest milk plant in the state. In the same year, the company also started operating the largest bakery in the state. In 1997, the company expanded its business and opened a store in Mexico. In 2004, the company opened an H-E-B Plus! Store, which provided its customers with an expanded range of goods and services like music, DVDs, dedicated grilling supplies section, lawn and garden equipment, electronics as well as household items. In July 2022, H-E-B unveiled two new product lines that will add comfort and style to homes across Texas. The Haven + Key and Texas Proud home décor collections have started to appear in H-E-B stores all over the state as a part of the retailer's new Home by H-E-B division.

The USP of H.E. Butt Grocery is that it ranked 5 on the Forbes "America's largest Companies". The mission statement of H.E. Butt Grocery reads, "Because People Matter. We're in the people business. We just happen to sell groceries."

Revenue :

\$34 billion – FY ending 31st March 2021 (y-o-y growth of 5%)

\$32.8 billion – FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for H.E. Butt Grocery Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Presence of multi-format stores 2.Use of technology to streamline operations 3.Continuous improvement in customer shopping experience 4.Strong green policies to reduce environmental impact due to operations 5.Strong policies directed towards betterment of employees 	<ul style="list-style-type: none"> 1.No plans to expand to other areas
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into untapped areas within Texas 2.Expansion of delivery services to a wider audience 3.Building on the retail revolution by expanding the digital capabilities 4.H-E-B Plus! \u2013 One stop solution for consumers 5.Leveraging the opportunity in response to the COVID-19 pandemic 	<ul style="list-style-type: none"> 1.Intense rivalry with Walmart which is one of the world's largest retailers

PESTLE Analysis :

The PESTLE Analysis for H.E. Butt Grocery Company is given below:

<p style="text-align: center;">Political</p> <p>1.Active involvement in politics for a social cause</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of corona virus pandemic on the operations 2.Grocery retail expected to be flat to declining industry for the next 30 years</p>
<p style="text-align: center;">Social</p> <p>1.Innovation in disposing unused medications 2.Expanding delivery areas due to COVID restrictions</p>	<p style="text-align: center;">Technological</p> <p>1.Upgradation of digital capabilities to improve operations 2.Use of automated solutions to support operations</p>
<p style="text-align: center;">Legal</p> <p>1.Stronger regulations by the U.S. Consumer Product Safety Commission</p>	<p style="text-align: center;">Environmental</p> <p>1.Move towards sustainable procurement of sea-food 2.Initiatives towards reduction in environmental impact due to its operations</p>

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