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B?M BIRLE?IK MA?AZALAR A.?. SWOT & PESTLE ANALYSIS

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Company Name : B?M Birle?ik Ma?azalar A.?.

Company Sector : Retail

Operating Geography : Turkey, Asia, Global

About the Company :

B?M Birle?ik Ma?azalar A.?. (B?M for short) is a Turkish retail company known for selling a limited selection of basic food items and consumer goods at low prices. In Turkey, Bim were the forerunners of the discount store model. A.?. was established in 1995 by a group of investors led by Cuneyd Zapsu. In the year 2000, Zapsu sold his shares to the investment bank Merrill Lynch. Mustafa Latif Topba? is the current majority shareholder. Initially, BMW had only 21 stores, but by the end of 2015, it had 4972 stores, and by 2019, it had 7438 stores. The company had 10,330 stores by the third quarter of 2021. B?M does not offer franchises; all stores are owned and operated by the company, and they compete with the many independent neighborhood stores. The business model is based on that of the German discounter ALDI. It also has 497 stores in Morocco and 320 stores in Egypt. In 2005, 44.12 percent of its shares were made available to the public. The International Taste Institute awarded Taste Award Certificates to 46 products bearing BM's own brand. According to the annual Deloitte Global Powers of Retail 2022 report, BM was ranked 137th out of the top 250 retail companies, continuing to represent Turkey. As of early 2022, it employees over 70,197 people.

The USP of BIM lies in it being the largest retailer in Turkey. BIM's mission lies in its three philosophical pillars, to speed up decision-making and implementation processes by establishing a dynamic logistics and information network between regional offices and stores with a decentralized organizational structure; to avoid any unnecessary expenses that likely to raise the product prices; and to supervise quality standards in the most efficient way by limiting the product portfolio to 850 item and to offer customers products at the affordable prices.

Revenue :

Euro 4.25 billion - FY ending 31st December 2021 (y-o-y growth 2%)

Euro 3.59 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for B?M Birle?ik Ma?azalar A.?. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Top quality products at the lowest price 2.Pioneer in selling private label products in Turkey 3.Largest buyer of the majority of the goods it sells in Turkey due to its strong purchasing power 4.Strong hold in the international operations 5.Wide portfolio of subsidiaries and affiliates 6.Strong financial results with high store presence in Turkey 	<ul style="list-style-type: none"> 1.Adverse publicity due to fines imposed by Turkish government 2.High brand diversity causing loss of identity 3.High cost of sales eating up the profit
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion to the other Asian markets 2.High unemployment due to the Pandemic makes hard-discounting lucrative 3.Escalation of online food shopping due to the pandemic 	<ul style="list-style-type: none"> 1.Risks to its business model operations 2.Government sponsored food price caps 3.Unfavorable geo-political conditions in neighboring countries

PESTLE Analysis :

The PESTLE Analysis for B?M Birle?ik Ma?azalar A.?. is given below:

Political	Economical
1.Tax policies allows affects the functioning of business 2.Competition regulation laws imposed by the government	1.Inflation causes harm to the retail business 2.Higher unemployment causes low disposable income
Social	Technological
1.Increased importance of the local communities 2.High Proportion of young population 3.Changing consumer behaviour and preferences owing to the pandemic	1.High rate of technological development and advancement 2.International and Local Investment in technological R&D 3.Increasing digitalization through e-commerce investments
Legal	Environmental
1.Strict regulations pertaining to the health and safety of employees	1.High regulations for waste management and control 2.Sustainability initiatives as a part of ESG practices

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