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## ORGANIZACIÓN SORIANA SWOT & PESTLE ANALYSIS

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**Company Name :** Organización Soriana

**Company Sector :** Retail Stores

**Operating Geography :** Mexico, North America

**About the Company :**

Organización Soriana is a well-known retailer with more than 824 shops in Mexico. The corporate headquarters of the Mexican grocery and department store are located in Torreón, Coahuila de Zaragoza. Francisco and Armando Martin Borque, two Mexican businessmen and brothers, launched Soriana in 1968. The Company focuses on creating and running a network of grocery, discount, and supermarket outlets. Among other products, it sells food, clothing, accessories for cars, sporting goods, hardware, garden equipment, toys, personal care items, and electronics. Soriana Hiper and Mega hypermarkets, Soriana Super and Comercial Mexicana supermarkets, Soriana Express and Super City grocery stores, Soriana Mercado and Bodega discount supermarkets, as well as City Club membership clubs, are just a few of the various brand names under which it operates its stores. Additionally, it provides delivery and online buying services via the Soriana e-commerce platform. With the inauguration of Soriana Híper and City Club in 2022, Organización Soriana added 800 more stores across Mexico.

The USP of Organización Soriana is that it is the top business in the commercial sector of Mexico, with a logistics network made up of 14 Distribution Centers strategically positioned in 8 states. The Vision statement of the company reads, “Serving an increasing number of communities as a leader, by offering the best shopping experience for the customer and the best place to work for our collaborators, derived from constant innovation”.

**Revenue :**

Pesos 155.247 billion - FY ending 31st Dec 2021 (y-o-y growth -1.14%)

Pesos 157.053 billion - FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for Organización Soriana is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence across 32 states of Mexico with 798 stores.</li> <li>2.Second largest supermarket in Mexico in terms of revenue</li> <li>3.Operates across various business segments like hypermarkets, supermarkets, city club, e-commerce and others.</li> <li>4.Caters to an active customer base of 10 million.</li> </ul>	<ul style="list-style-type: none"> <li>1.Store closures have affected sales of company.</li> <li>2.Slow and low growth in revenue and profits.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expand financial services operation to capture the low-level banking penetration market of Mexico.</li> <li>2.Drive growth through omni-channel strategy.</li> <li>3.Optimize the existing stores as part of the growth strategy.</li> <li>4.Improve logistics to optimize operations.</li> </ul>	<ul style="list-style-type: none"> <li>1.Shortage of truck drivers in Mexico can affect logistics.</li> <li>2.Disruptions in supply chain can affect operations.</li> <li>3.Rise in covid-19 cases can affect sales.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Organización Soriana is given below:

Political	Economical
1.Ukraine- Russia war has disrupted the global supply chain.	1.Financial inclusion has been a long-standing problem for Mexico.  2.Inflation has reached a two decade high in Mexico.
Social	Technological
1.Covid-19 has brought changes to the consumer buying behaviour in Mexico.  2.Personalised shopping experience has become important in online shopping for customers.	1.Digital transformation is gaining pace in the retail industry of Mexico.  2.Retail automation has become important for operating leaner organizations.
Legal	Environmental
1.An investigation has been initiated into retail e-commerce market by Federal Economic Competition Commission.  2.Use of single-use plastic bags in Mexico has been banned.	1.The demand for sustainable products has increased in Mexico consumer market due to environmental consciousness.

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