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## GÉANT CASINO SWOT & PESTLE ANALYSIS

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**Company Name :** Géant Casino

**Company Sector :** Retail

**Operating Geography :** France, Europe, Global

**About the Company :**

Géant Casino is a hypermarket chain and the subsidiary of the French retail giant, Groupe Casino. It is headquartered in Saint-Étienne, France. The first hypermarket operated by Géant was introduced in 1970. As of 2022, it operated over 95 stores and employed 10,955 people. Its parent company, Groupe Casino has nearly 383 franchised stores in significant countries like Belgium, Italy, Luxembourg, Switzerland, Dubai, Qatar, Kuwait, and prominent locations. The group has the second-largest e-commerce platform in France, with 100 million products. This gives it a well-diversified customer base that Géant Casino can access. In August 2022, Geant Casino announced that 61 of the company's store will be rebranded to Casino 'Hyper Frais'. By launching the "Casino HyperFrais" brand, the Casino company is reaffirming its dedication to providing high-quality goods as close as possible to its clients' homes and regions.

The USP of Geant Casino lies in it being one of the top 10 largest retailers in France. The mission of Geant Casino is guided by the goals of its parent company, which is to accelerate the transformation of retail. Due to this, the Group's distribution activities are all set up in high-potential formats, including e-commerce, premium, and convenience.

**Revenue :**

Euro 3,233 million - FY ending 31st March 2021 (y-o-y growth -10%)

Euro 3,620 million - FY ending 31st March 2020

**SWOT Analysis :**

The SWOT Analysis for Géant Casino is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong support from parent company Groupe Casino</li> <li>2.Omnichannel retail consumer shop</li> <li>3.Business diversified across geographical locations</li> <li>4.Strengthening customer loyalty and success of subscription</li> </ul>	<ul style="list-style-type: none"> <li>1.Decreasing customer touchpoints over the last few years</li> <li>2.Selling of stores to reduce debts</li> <li>3.Continuous drop in the market share</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Extension of stores to increase revenue</li> <li>2.Alliance between Amazon and Casino Group will improve Géant services</li> <li>3.Partnerships and investments to expand business</li> </ul>	<ul style="list-style-type: none"> <li>1.Growing consumer alignment with e-commerce may hurt Géant business</li> <li>2.Intense competition with big and small players in Retail business</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Géant Casino is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. European Commission's approval of Euro 700 million to support certain retailers and services affected by measures taken by the French government during Covid</p> <p>2. To tackle a high unemployment rate and manage public finances, French government is planning to reduce its unemployment benefits</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. France has reported record inflation rate</p> <p>2. France witnessed an increase of gross household disposable income by 2.6% in Q3 of FY 2022</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Omnichannel buyers are proving to be more loyal than in-store buyers</p> <p>2. European consumers are preferring organic and local produce with France being the second largest European market</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Partnerships to accelerate digital transformation</p> <p>2. Omni-channel commerce and buyers are expected to grow exponentially in the next few years</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. French legislators voted in favour of a law that supermarkets in France must dedicate 20% of their surface space to food refill stations by 2030</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. The French Government has put a ban on use of single-use plastic packaging for 30 types of fruits and vegetables</p>

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