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## CAFÉ AMAZON SWOT & PESTLE ANALYSIS

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**Company Name :** Café Amazon

**Company Sector :** Food and Beverages

**Operating Geography :** Thailand, Southeast Asia, Global

**About the Company :**

Café Amazon is chain of coffee places all around Thailand and the world, owned by the PTT Public Company Limited. Founded in 2002 with its headquarters in Bangkok, Thailand, as of 2023 there are 3,333 such cafes spread across Asia and other countries, which makes it the sixth largest coffee chain in the world. The cafes are found in mainly shopping malls, petrol stations and city centres. They opened their first international branch in 2019 at the Jewel Changi Airport. It has branches in several countries like Thailand, Cambodia (200), Laos (51), Philippines (71), Myanmar (8), China (5), Oman (5), Singapore (3), Japan (2), Malaysia (1), Vietnam (4) and Saudi Arabia (1). The cafes were started as a means to increase the revenue of the PTT gas stations. They saw it as an opportunity and it has now become an integral part of Thai gas stations because it provides services which are adjacent to the lifestyle of the people who visit the gas stations.

The USP of the whole brand was created on the idea that the main source of coffee in the world is Brazil and the Amazon Forest is the world's biggest natural rainforest. Thus, the idea of creating a café which could provide a pure and relaxing place in nature for weary travelers was born. It is always decorated with green tones, lots of greenery and has a very relaxed vibe. Along with its atmosphere and the intense coffee the slogan "Taste of Nature" was created.

**Revenue :**

(Revenues for PTTOR Lifestyle Business Segment)

?16,965 Million – FY ended 31st December, 2021 (YoY growth 0.4%)

?16,894 Million – FY ended 31st December, 2020

**SWOT Analysis :**

The SWOT Analysis for Café Amazon is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Café Amazon is Thailand's largest coffee chain</li> <li>2.World's 6th largest coffee chain by number of outlets</li> <li>3.Winner of multiple Brand of the Year awards for consecutive years</li> <li>4.Parent company, PTT, is Thailand's largest oil and gas company</li> </ul>	<ul style="list-style-type: none"> <li>1.No major presence outside of Southeast Asia</li> <li>2.The current expansion plans have been revised to a lower total number of outlets</li> <li>3.Struggles to expand in Vietnam</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.PTTOR is planning to make Café Amazon a top 5 global brand by the number of branches</li> <li>2.Coffee market in Thailand is expected to grow annually at 8.59% CAGR</li> <li>3.Ramping up regional and international presence</li> </ul>	<ul style="list-style-type: none"> <li>1.Competitors like Starbucks have also expanded constantly and innovatively throughout Thailand</li> <li>2.Many of the Café Amazon's partners, which are SMEs, may have suffered irreversible damage during Covid</li> <li>3.Global coffee market is facing a shortage of coffee beans in recent times</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Café Amazon is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Thai Government has assigned a special budget to take care of Covid positive foreign tourists as a response to China lifting travel restrictions</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Thai economy has witnessed significant improvement in inflation late in the last quarter of 2022</p> <p>2.Thai economy is expected to continue its recovery on the back of improving tourism</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Record unemployment rate witnessed during the pandemic has been improving steadily</p> <p>2.Increased consumption of caffeine, especially coffee, by Thai youth</p> <p>3.Thailand has now become an Aged Society with more than 14% of population aged over 65 years</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Increase in the use of location-based technology to improve services and efficiency</p> <p>2.Smart Warehousing is on rise with an expected growth of 1</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.2% CAGR till 2028</p> <p style="text-align: center;">",["</p> <p style="text-align: center;"><b>Legal</b></p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Thailand raised the minimum wage across regions, across country in October, 2022", "</p>

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