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SPAR SWOT & PESTLE ANALYSIS

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Company Name : SPAR

Company Sector : Food and Drug Retailers sector

Operating Geography : Netherlands, Europe, Global

About the Company :

SPAR, originally known as DESPAR or DE SPAR, is a multimillion-dollar Dutch conglomerate that provides brand value and support systems to independently owned food retailers. It was started in 1932 in Netherlands by Adrian van Well, and as of early 2023 consists of more than 13,600 stores with a presence in 48 countries and a revenue of 41.2 billion dollar. The name of the company is derived from the Dutch saying “Door Eendrachtig Samenwerken Profitereen Allen Regelmatig” which means “All Benefit from Joint Cooperation Regularly”, a saying on which Adrian based the company. The headquarters are located in Amsterdam and the company has a presence in almost every European country, along with several parts of Africa, Asia and Oceania. Partnering with a SPAR shop is pretty easy, and based on the rules of the particular country, SPAR store can be owned by an individual, by a franchisee, or be a part of a chain of stores. There are many different types of SPAR stores around the world, like EuroSPAR for European stores and SuperSPAR for South Africa, InterSPAR, KwikSPAR, SPAR Express, SPAR Drive-thru, SPAR Gourmet etc.

The mission of SPAR is to “ensure that SPAR remains the world’s leading voluntary food retail chain and that we continue to grow our brand, our presence and our partners by working together”. The USP of SPAR is that it operates closely with the retailers and wholesalers at a local level to meet the demands of the consumers.

Revenue :

41.2 billion – FY ending 31st March 2021

39.8 billion - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for SPAR is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High level of customer satisfaction and acquisition 2.Wide-spread and well-established business all across the world 3.Strong presence in the Middle East 4.SPAR has a competitive advantage in Oman, UAE and Saudi Arabia 	<ul style="list-style-type: none"> 1.High average basket pricing than its competitors
Opportunities	Threats
<ul style="list-style-type: none"> 1.SPAR International continues to grow in the Middle East 2.GCC retail industry will surpass pre-pandemic levels in 2022 3.SPAR Austria sees growth opportunity for independent retailers in Vienna 	<ul style="list-style-type: none"> 1.Controversies from Russia \u2013 Ukraine War 2.Consequences of Climate change on food industry 3.Cyber-attack on SPAR supermarket systems 4.Retailers and food producers worldwide in crisis mode due to Covid-19

PESTLE Analysis :

The PESTLE Analysis for SPAR is given below:

<p style="text-align: center;">Political</p> <p>1. Political instability in Middle East SPAR markets may hinder trading</p>	<p style="text-align: center;">Economical</p> <p>1. FIFA 2022 taking place in Qatar may increase SPAR's business.</p> <p>2. Middle East's most profitable economic benefit is its rapidly expanding retail industry</p>
<p style="text-align: center;">Social</p> <p>1. Gulf consumers are price sensitive \u2013 Must be taken care of by SPAR</p> <p>2. Customers assert that an organization's experience is just as significant as its goods or services</p> <p>3. The trend of mindful eating is growing in the Middle East</p>	<p style="text-align: center;">Technological</p> <p>1. E-commerce is a major development driver in the Gulf retailing sector</p> <p>2. Introducing innovative emission-free autonomous maritime drone delivery</p>
<p style="text-align: center;">Legal</p> <p>1. Consumer protection and e-commerce</p> <p>2. Trade regulations & tariffs related to Services</p> <p>3. SPAR is requesting a legal opinion about loan allegations.</p>	<p style="text-align: center;">Environmental</p> <p>1. Steps towards waste management and optimum resource utilisation</p> <p>2. Introduction of biodegradable shopping bags in retail</p> <p>3. Targets for energy efficiency and greenhouse gas savings</p>

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