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CALAVO GROWERS INC. SWOT & PESTLE ANALYSIS

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Company Name : Calavo Growers Inc.

Company Sector : Food Processing

Operating Geography : United States, North America, Global

About the Company :

Calavo Growers Inc. is headquartered in Santa Paula, California, United States. This international consumer goods and farm product company was founded in January 1924. The company is involved in packaging and distributing avocados, freshly prepared foods and other fruits to restaurant, stores and individual customers worldwide. In California, many people started planting avocado seeds which later yielded good enough crops to be marketed, which formed the humble beginnings of the company that grew slowly. The company operates its business through three divisions which includes Fresh Products, Calavo Foods and Renaissance Food Group (RFG). As of now they have a new logo and tagline and have started consolidating their products under the Calavo brand. In the year 2022 the company got divided into two business sections Grown and Prepared. The Grown segment caters to freshly grown avocados, papayas and tomatoes. The Prepared segment offers freshly cut fruits and vegetables, salads, wraps, ready to eat sandwiches and snacks sold at retail and food service outlets. The fresh production of fruits and vegetables throughout the year is due to the company's partnership with the greenhouse facilities in Mexico. Calavo has over 4,000 employees as of early 2023.

Calavo Growers has introduced plans to reorganize its business to better serve customers by improving efficiencies and include cost saving methods. The USP of Calavo Growers lies in the fact that it is the world's leading producer and supplier for nearly 100 years famous for the quality supplies of avocado, tomatoes, Hawaiian papayas, freshly cut fruits and vegetables, guacamole and other prepared foods.

Revenue :

US\$ 1,191 million - FY ending 31st October 2022

US\$ 1,056 million - FY ending 31st October 2021

SWOT Analysis :

The SWOT Analysis for Calavo Growers Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global leader in Avocado and fresh foods industry. 2.Continuous and consistent dividend payouts. 3.Diversified and growing business segments. 4.Strong and long-term relationship with Blue-chip Customers. 5.Strong infrastructural capabilities. 	<ol style="list-style-type: none"> 1.Decrease in net sales in 2021 and 2020 2.Avocado dependence and price volatility impacting growth
Opportunities	Threats
<ol style="list-style-type: none"> 1.Leveraging on Project Uno for company's future growth. 2.Huge opportunity to increase global sales of avocado and avocado products. 3.Huge potential in RFG segment for future growth. 4.Maximizing operating leverage to grab more opportunities. 	<ol style="list-style-type: none"> 1.Manufacturing and supply chain disruptions can impact company's operations. 2.Fluctuations in market prices as well as demand for the products can affect the company 3.Increase in raw product and commodity cost can negatively impact company's operating results. 4.Cyber-attacks as well as data protection breaches can adversely affect the company 5.High competition from other firms

PESTLE Analysis :

The PESTLE Analysis for Calavo Growers Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Import regulation by Mexican government can impact the company.</p>	<p style="text-align: center;">Economical</p> <p>1.Fluctuations in foreign exchange rate can effect company's operations.</p> <p>2.Impact on economic conditions due to Covid 19 recovery.</p> <p>3.Rising inflation can negatively impact company.</p>
<p style="text-align: center;">Social</p> <p>1.Increasing consumer awareness on avocado will positively impact company.</p>	<p style="text-align: center;">Technological</p> <p>1. Usage of ultra-high-pressure technology to protect food products without preservatives.</p>
<p style="text-align: center;">Legal</p> <p>1.Compliance with laws and regulations by government and its agencies including FDA (Food and Drug Administration).</p> <p>2.Changes in US and international tax provisions can impact the company.</p>	<p style="text-align: center;">Environmental</p> <p>1.Working towards managing energy use and emission for environment protection.</p> <p>2.Streamlined efforts to eliminate food waste from supply chain.</p>

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