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## PUREGOLD PRICE CLUB INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Puregold Price Club Inc.

**Company Sector :** Retail

**Operating Geography :** Philippines, Asia, Global

**About the Company :**

Puregold Price Club Inc. is a leading retail company in the Philippines, specializing in the sale of grocery and household items. The company was founded in 1998 by businessman Lucio Co and is headquartered in Mandaluyong City, Philippines. Puregold Price Club has a strong focus on providing affordable products to its customers, and its stores are known for their wide selection of items at low prices. As of early 2023, Puregold Price Club has over 500 stores across the Philippines and employs over 11,647 people. The company has a strong presence in both urban and rural areas, making it a popular choice for shoppers throughout the country. Puregold Price Club has received numerous awards and recognitions over the years, including the "Retailer of the Year" award at the Philippine Retailers Association Awards.

The USP of Puregold Price Club is that it is the most popular retailer in Philippines. The company has also been recognized for its commitment to corporate social responsibility, receiving awards for its initiatives in education, health, and disaster relief.

**Revenue :**

Php 164.12 billion – FY ending 31st December 2021

Php 168.63 billion – FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Puregold Price Club Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Most chosen retailer in Philippines</li> <li>2. Digital pivot expands network of Puregold</li> <li>3. Wide retail as well as online presence</li> <li>4. Strong backing of COSCO Capital, its parent company</li> <li>5. Resilient business model in low penetrated industry</li> </ul>	<ul style="list-style-type: none"> <li>1. Highly concentrated to Philippines</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Philippines is the fastest-growing e-commerce market globally</li> <li>2. Rising demand for omni-channel retailers</li> <li>3. Emergence of retail media networks</li> <li>4. Venturing into remittances business to drive growth in customer base</li> </ul>	<ul style="list-style-type: none"> <li>1. Surging global prices and depreciation of peso</li> <li>2. Fierce competition from established retailers in Philippines</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Puregold Price Club Inc. is given below:

Political	Economical
1.Impact of Russia-Ukraine war on the retail industry	1.Supermarket chains agreed to lower sugar price due to excess supply 2.High inflation and the increase in domestic interest rates will hurt consumers' spending power
Social	Technological
1.Philippines prepaid card and digital wallet markets is experiencing growth due to movement o cashless economy 2.Large Philippine expatriate population to drive remittance growth	1.Acceleration of digital presence to enhance customer experience
Legal	Environmental
1.Increasing instances of false/fraud activities	1.Retailers are focusing on plastic-free initiatives Involvement in various sustainability initiatives to reduce energy consumption, waste, etc

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