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UNIVERSAL ROBINA CORPORATION (URC) SWOT & PESTLE ANALYSIS

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Company Name : Universal Robina Corporation (URC)

Company Sector : Retail

Operating Geography : Philippines, Asia, Global

About the Company :

Universal Robina Corporation (URC) is a Philippine-based food and beverage company that was founded in 1954. It is a subsidiary of JG Summit Holdings, Inc., one of the largest conglomerates in the Philippines. URC produces and markets a wide range of food and beverage products under various brands, including Jack 'n Jill, C2, Nissin, Great Taste, and Vitasoy. Its product portfolio includes snacks, candies, biscuits, chocolates, noodles, and beverages. The company also operates a number of fast-food chains, including the popular Filipino restaurant chain, Max's Group. URC has a strong presence in the Philippines, as well as in other countries in the Asia-Pacific region, such as Vietnam, Indonesia, Thailand, and China. As of early 2023, the company has a global workforce of over 10,000 employees and operates multiple manufacturing facilities and distribution centers.

The USP of Universal Robina Corporation lies in it being a leading company in Philippine. URC's mission statement is "to delight consumers by consistently providing a wide range of high-quality, innovative, and affordable food and beverage products that bring enjoyment and satisfaction to the lives of many." URC's vision statement is "to be the best Philippine multinational corporation and a leading player in the Asia-Pacific region, recognized for our innovative products, services, and business practices that enhance the quality of life of the communities we serve."

Revenue :

Php 117 billion – FY ending 31st December 2021 (y-o-y growth of 3%)

Php 113 billion – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Universal Robina Corporation (URC) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the largest branded consumer food and beverage product companies in the Philippines 2. Strong pipeline of brands under two business segments 3. Top supplier of major retailers in Philippines due to strong distribution network 4. Successful launch of new products driving growth 5. Robust financial performance across the segments 	<ul style="list-style-type: none"> 1. Banning of a facility on grounds of occupational safety deficiencies
Opportunities	Threats
<ul style="list-style-type: none"> 1. Solid strides with the acquisition of Munchy's Malaysia 2. Tapping into social media's vast network to increase retailers' engagement 3. Expansion into the beverage business segment 4. Snack Pellets market is witnessing huge growth in the Middle-East region 	<ul style="list-style-type: none"> 1. Sugar crunch complicates pandemic recovery for Philippine confectioners 2. Retail industry is getting highly competitive

PESTLE Analysis :

The PESTLE Analysis for Universal Robina Corporation (URC) is given below:

Political	Economical
1.Russia-Ukraine war has disrupted supply chains	1.Price increases due to rising costs of commodities
Social	Technological
1.Emergence of 'dark' stores points to bright future for grocery and quick commerce 2.Healthy snack options becoming popular with consumers	1.Digital transformation of planning capabilities 2.Partnership with NTT for a cloud-first future through Cisco SASE and Microsoft Azure
Legal	Environmental
1.Amendment of Retail Trade Liberalization Act to ease foreign retailers' entry 2.Compliance with food and commodity food product regulations	1.Firms are switching to green energy 2.Water conservation through the 3Rs 3.Opening of collection sites to be plastic neutral

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Client Support:
support@swotandpestle.com