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BRITANNIA INDUSTRIES LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Britannia Industries Limited

Company Sector : FMCG

Operating Geography : India, Asia, Global

About the Company :

Britannia Industries Limited is an Indian business with a focus on the food sector. It is based in Kolkata and is a member of the Nusli Wadia-led Wadia Group. A group of British businesspeople invested \$295 in the company's founding in 1892. Britannia Industries Limited is the current name of the corporation, which was changed in 1979. Over 79 countries throughout the world get the company's products for export. Famous brands in India like Good Day, Tiger, Nutrigo, Milk Bikis, and Marie Gold are produced by Britannia Industries Limited. Biscuits, bread, cakes, rusk, and dairy items like cheese, drinks, milk, and yogurt are all part of Britannia's product line. Many generations of Indians have grown up with the Britannia brand, and both in India and around the world, its products are valued and loved. Over 50% of Indian homes are served by the near to 5 million retail locations where Britannia products are sold throughout the nation. Nearly 5% of the company's sales come from its dairy division, and Britannia dairy products are sold directly in 100,000 outlets. As of 2023, the company leverages the talent of 4,467 employees.

The USP of Britannia Industries is that it is one of India's top food firms with a 100-year history and also the biggest brand in the organized bread industry and one of the most reputable food companies. The mission statement of Britannia Industries Limited reads, "To meet or, where possible, exceed the expectations of our diverse client base with flexible, innovative solutions of the highest quality that adhere to safe, ethically sound, and environmentally friendly codes of practice."

Revenue :

INR 13,169.04 Cr. - FY ending 31st March 2022

INR 12,671.53 Cr. - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Britannia Industries Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Broad product portfolio ranging from bakery to dairy products 2. Major player in food products category with 38% market share 3. Legacy of 123 years and high brand recall 4. Strong geographic reach with robust distribution network 	<ul style="list-style-type: none"> 1. Limited global presence \u2013 only significant in GCC countries 2. Highly dependent on biscuit industry as it accounts for majority of sales 3. Dependencies in milk procurement and manufacturing through co-packers
Opportunities	Threats
<ul style="list-style-type: none"> 1. Indian bakery market to reach a value of \$ 13.3 billion by 2025 2. Five-fold growth in cheese business in the next 5 years 3. Expansion into emerging markets, like Africa 4. Significant expansion in rural areas with focus on direct reach 	<ul style="list-style-type: none"> 1. Strong competition and decreasing market share gap with Parle 2. Rising power of buyers due to many local brands like Anmol, Priya Gold 3. Price hikes due to inflationary pressures

PESTLE Analysis :

The PESTLE Analysis for Britannia Industries Limited is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Russia-Ukraine war on FMCG brands</p>	<p style="text-align: center;">Economical</p> <p>1.Indonesia bans palm oil export impacting FMCG brands 2.Rise in inflation forcing brands to raise prices</p>
<p style="text-align: center;">Social</p> <p>1.New product launch to target young consumers, connecting with them through engagement marketing 2.Shifts in consumer preferences due to the pandemic</p>	<p style="text-align: center;">Technological</p> <p>1.Leveraging data analytics to streamline supply chain 2.Using augmented reality to attract consumers</p>
<p style="text-align: center;">Legal</p> <p>1.Involvements in lawsuits impact brand image</p>	<p style="text-align: center;">Environmental</p> <p>1.Harmonising laminates across SUKs to reduce plastic usage</p>

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